

JUMPSTART!

21 Days To Creating A Rock-Solid Expansion Plan for Your Ministry

Creating Testimonials that Build Your Brand

1. What was the situation prior to working with my ministry?
2. What happened as a result of working with my ministry?
3. What did I (or my team) do to make working with my ministry successful for you? Get clear on what lead to the *experience*...this is the *encounter*.
4. What EXACT result did the *experience* create?
5. What would you say to a friend who was thinking of working with me or my ministry - but wasn't sure?

Here's an example from one of my clients. *Be sure to use pictures whenever possible or videos.

"Prior to working with Janice it was a constant challenge connecting with the right persons in the faith based community to promote Barbados. ***After we collaborated,*** Janice brought the key players but also integrity, professionalism and commitment to achieving my results. She understood my objectives and ensured those she brought to partner with me understood them.

As a result of us working together I saw the Barbados Gospelfest attract international attendees, recognition and the global audience I was hoping for.

If you are looking for an individual who is committed, result oriented and whose integrity precedes, Janice comes highly recommended."