

WELCOME TO

**CUSTOMER  
REVIEW  
MACHINE™**

# ENTREPRENEUR FREEDOM FORMULA



# JOURNEY OF A 'GOOD' REVIEW

Name:

Date:

UNDERSTAND THE DIFFERENCE BETWEEN AN AVERAGE REVIEW, VS A TESTIMONIAL THAT SHOWCASES THE CUSTOMERS JOURNEY, WHY THEY CHOSE YOU, AND HOW YOU SOLVED THEIR PROBELM

## GOOD REVIEW VS POOR REVIEW

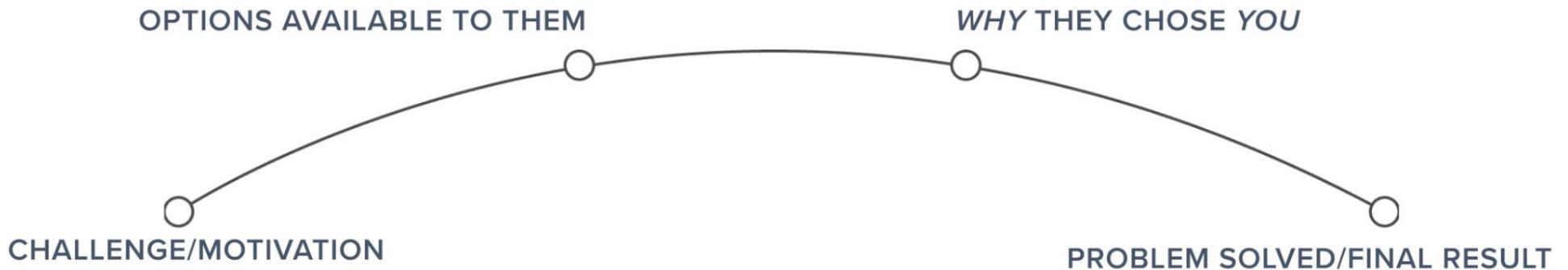
### 'REVIEW' 1:

"THEY WERE GREAT TO WORK WITH."  
- JOE CUSTOMER

### 'REVIEW' 2:

"THE PROCESS WAS MUCH QUICKER THAN I EXPECTED! THEY REALLY KNEW WHAT THEY WERE TALKING ABOUT AND *ACTUALLY* PAID A GOOD PRICE!"  
- JILL SELLER

## WHAT TO ASK FOR



# REVIEW PLANNING

BRAINSTORM AND IDENTIFY AMAZING REVIEWS BY RECOGNIZING YOUR CUSTOMER OBJECTIONS AND THE STORIES THAT SHOWCASE HOW YOU OVERCOME THEM TO SOLVE THE CLIENTS PROBLEM.

Name:

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OBJECTION	DONE	CUSTOMER/DEAL	HOW WE SERVED <i>(OVERCAME OBJECTION)</i>
"CASH OFFERS ARE TOO CHEAP- THEY'LL 'LOWBALL' ME"	<input checked="" type="checkbox"/>	JILL SELLER - MAIN ST, CITY	OFFERED HER \$3K MORE THEN COMPETITOR PRICING + CLOSED WITHIN THE WEEK- PAID FAST!
	<input type="checkbox"/>		

**NOTES:**



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