

Week 3: Client Success Story Takeaways

Your Client Success Story is the story that builds belief.

Your job title tells people what you do. Your Client Success Stories show what your work actually does for people. They make your value tangible by showing the transformation your client experienced.

And importantly, the client is the hero. You're not saying, "Look how amazing I am." You're showing what became possible for someone because of the work you did together.

The simple framework

BEFORE → SHIFT → AFTER

Before: Where were they when they came to you? What wasn't working? What were they worried, frustrated, overwhelmed, or stuck about?

Shift: What changed? What did they realize, understand, decide, believe, or do differently?

After: What became possible? What got easier? What changed in how they felt, acted, decided, slept, led, worked, or showed up?

And the most important lesson of the day: **The gold is in the middle.** If the story isn't working, don't rewrite the whole thing. Rewrite the Shift.

Don't accidentally flatten your value

This came up repeatedly during the coaching. Many people tend to describe extraordinary work with ordinary shorthand:

"We worked on her mindset."

"I sold their house."

"I answered his questions."

Technically true...but the proof isn't being shown.

The real story is often underneath that shorthand. Here are some examples:

- My success coach client didn't merely "work on mindset"...her client gained "permission" to own and value her own work.
- Dawn didn't merely sell a house...she removed an enormous emotional and logistical burden from a grieving family member.

Because you're used to being you (amazing!), you often don't recognize the things you naturally do as valuable. Your clients do.

Testimonials are great raw material

A testimonial tells you that someone valued the experience. Your job is to ask: *What happened that made them say that?*

That's where the Client Success Story is hiding.

Dawn's testimonial was a perfect example. On paper, it said she answered questions, coordinated services, and helped with an estate sale. Once we excavated underneath it, the real transformation appeared: a grieving nephew living hours away had someone trustworthy on the ground who shouldered part of his worry and helped him close an emotionally difficult chapter.

Quiet transformations totally count!

This was an important discovery during Raven's coaching.

A result does not need to be dramatic, financial, or easily measured to matter.

Sometimes the *After* looks like: clarity, relief, confidence, peace, less worry, a decision, feeling seen, feeling capable, or even sleeping better. Sometimes your client didn't even need a giant transformation. Sometimes they just need to feel supported during a stressful time or situation.

You don't need a "Best" Client Success Story

You aren't searching for one perfect, pinnacle Client Success Story. You may eventually have 10, 20, or 40 of them.

Different stories will prove different things about your work and will belong in different conversations. Once you understand the structure and turn on your Story Radar, you'll start recognizing them everywhere.

Your Builder

Keep this simple:

They came to me because _____.
But what we/she/he/they realized was _____.
And as a result _____.

The wording isn't sacred. It's scaffolding to help you find the story, not the entire story.

Your “Great Potential to Do” This Week

Choose ONE Client Success Story and get it into a good first draft.

Then:

- Make the Before even more specific.
- Give attention finding the Shift.
- Look beyond numbers for the real After.
- Ask: What does this story prove about the value of my work?
- Say it out loud and make it conversational.
- Keep your Story Radar on! Another Client Success Story is likely to appear once you know what you're looking for.

If you feel unsure about a piece of it, you can always have a conversation. Werner and I talked about that: *go back and ask*. Past clients can be interviewed afterward about where they started, what shifted, and what changed. Many of them will LOVE that you did that.

Those conversations can become stories, testimonials, videos, podcast-style interviews, and short-form content.

p.s. I'm here if you need me!