The Automated Testimonial & Referral Engine Kit

(Your Goal, Our Mission)

To turn satisfied customers into a steady stream of testimonials and referrals by automating the process. This package provides you with a professional, repeatable system that captures reviews, builds social proof, and encourages referrals—working for you 24/7.

(What's Included)

This package comes in two versions, depending on whether you already have an email platform in place:

1. The Implementation Kit (for clients with an existing platform)
   - 2 professionally written, AI-assisted emails:
     - Review Request (to capture immediate feedback and reviews)
     - Referral Request (to encourage customer recommendations)
   - A step-by-step Implementation Playbook (visual PDF guide) showing how to create the trigger group and build the 2-step automation workflow (examples provided in MailerLite).
   - A 30-minute support call for your team to answer questions during setup.

2. The Full Setup & Handover (for clients who need a new platform)
   - Initial setup of a new MailerLite account (free-to-start platform).
   - Complete build of the automation workflow, including triggers, delays, and the 2-email sequence.
   - The two professionally written emails loaded and formatted in your system.
   - Testing and activation of the workflow.
   - A 30-minute Handover & Training Call to walk you through how the system works and show you the one step needed to add customers.

Note on Tools & Fees
This package includes setup using MailerLite (a free-to-start email platform). Depending on your list size, feature needs, or integrations, MailerLite or related tools (such as Zapier) may require a nominal ongoing subscription fee. These costs are billed directly by the provider and are not included in our project fee.

(Our Simple 3-Step Process)

1. **Strategy Call:** We clarify your goals, tone, and timing for testimonial and referral outreach.

2. **Build & Guide:** You choose either the Implementation Kit or Full Setup option, and we deliver everything you need.

3. **Launch & Support:** You or your team activate the workflow—or we do it for you—and you begin collecting reviews and referrals automatically.

(Your Investment)

- **Implementation Kit: $549 (one-time project fee)**

     OR

- **Full Setup & Handover: $749 (one-time project fee)**

(Why It Works)

Most businesses hope for testimonials and referrals but lack a consistent process to get them. This package replaces hope with a proactive, automated system that generates social proof, builds trust, and drives new leads—without adding more work to your plate.

(Ready to Get Started?)

Have questions? We can chat first to make sure this package is the right fit for you.
Book a complimentary 30-Minute Discovery Call with Ken

Ready to begin? Purchase the package below. Once your order is complete, you will be automatically prompted to book your included Strategy Call to launch the project.

Purchase the Implementation Kit - $549

Purchase the Full Setup & Handover - $749

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