

TIPS FOR WRITING A CUSTOMER SUCCESS STORY

Here are several tips and suggestions you may find helpful when writing/submitting a customer success story:

1. Highlight Strengths and Achievements

Tailor success stories to highlight the unique strengths and achievements of your customer. Showcase their individual journey, challenges faced, and the specific strategies that led to success.

2. Emphasize Transformative Moments

Focus on events that led to significant shifts in the customer's career path. Whether it's overcoming obstacles, acquiring new skills, or receiving a job offer — highlight these experiences.

3. Quantify Achievements

Use measurable outcomes that showcase the impact of your customer's success. Quantify achievements, such as increased job offers, promotions, or notable accomplishments in their field, to add substance to the story.

4. Highlight Personal Growth

Include insights into the customer's personal and professional growth. Discuss how the counseling process contributed to their development, building resilience, self-awareness, and a deeper understanding of their career goals.

5. Include Customer Testimonials

If your customer is comfortable, include brief testimonials or quotes that capture their perspective on the counseling journey. This will add credibility to your story and may resonate with potential future customers seeking similar assistance.

6. Use Compelling Language

Draw readers in with a captivating story that communicates the customer's challenges, triumphs, and the collaborative process of career counseling.

7. Focus on Transferable Skills

Highlight how the customer's transferable skills were identified and leveraged during the counseling process. Show how these skills played a crucial role in their career progress and success.

8. Address Common Career Challenges

Include common challenges faced by many job seekers, such as resume gaps, career transitions, or job market fluctuations. This will make your success story relatable to a wider audience.

9. Continuous Learning

End your success story with a focus on the customer's commitment to continuous learning and development if applicable. Emphasize the importance of ongoing career guidance and showcase the potential for sustained success.

Hopefully, these tips will help when writing a success story that not only showcases a customer's achievements but also highlights the value and expertise you bring to the career counseling process.

TIPS FOR TAKING A CUSTOMER PHOTO

Capturing compelling customer photos to accompany success stories is essential for adding a personal touch and resonating with your audience. Here are some tips to ensure impactful and professional customer photos:

1. Get a Signed Release Statement

Make sure you have a signed release statement from the customer before taking or using their photos or story. Explain the purpose and context of the photoshoot, to make sure they feel comfortable and are fully informed on how/where their photo will be used.

2. Choose a Natural Setting

Try to find a natural setting that reflects the customer's personality and professional identity. Consider locations related to their career, workplace, or a neutral environment that complements the overall tone of the success story.

3. Capture Genuine Expressions

Encourage your customer to relax and be themselves during the photoshoot. Try to capture natural expressions that show their true emotions and personality. Genuine smiles and natural body language can make the photos more relatable.

4. Highlight Professionalism

Photograph the customer in a way that highlights their competence and success. Pay attention to details like clothing choices, grooming, and accessories.

5. Use Natural Lighting

Whenever possible, use natural light when taking photos. Schedule outdoor shoots during early morning or late afternoon for warm and flattering lighting. If indoors, position the customer near windows to capture soft, natural light.

6. Variety of Shots

Capture a variety of shots to provide options for storytelling. Include close-ups, mid-shots, and full-body shots. Different perspectives can be used strategically to convey different aspects of the client's journey.

7. Showcase the Work Environment:

If possible, take a photo of the customer in their final work environment. This helps create a connection between the individual and their employment journey, providing a more comprehensive visual narrative.

8. Use a Quality Camera

Use a high-quality camera, when possible, to capture sharp and professional-looking photos, or use the best high-resolution camera or smartphone available.

9. Background Composition

Pay attention to the background composition to avoid distractions. Choose backgrounds that complement the client and do not compete for attention. A clean and uncluttered background often works best.

Remember, the goal is to capture images that not only complement the success story but also resonate with your audience, creating a visual narrative that enhances the overall impact of the customer's career journey.