



ADVOCATE

MODEL DEFINITIONS

1. Acknowledge and measure outcomes: Start by ensuring the value you promised has been delivered—and quantify it. Measurement is critical. For example, if your UVP reduces client costs by 15 percent, translate that into a dollar amount.
2. Delight with consistency: Consistent excellence is the cornerstone of advocacy. Ensure every touchpoint, from onboarding to follow-up, reinforces your UVP.
3. Validate client feedback: Encourage open dialogue by actively seeking feedback. Tools like surveys, Net Promoter Scores, or quarterly reviews can reveal opportunities to refine and improve. Show clients their opinions matter by taking action on their input.
4. Optimize the client experience: Refine every stage of the client journey to ensure it aligns with your UVPs. When clients feel their experience is uniquely tailored, they're more likely to advocate for your brand.
5. Champion the success story: Turn client wins into compelling stories. Create case studies that outline the following this format - the problem they faced, the solution you provided, and the measurable outcomes achieved.
6. Activate referral mechanisms: Satisfied clients are often willing to refer others but may need a little nudge. Make referrals easy and rewarding: create simple referral forms or offer incentives or discounts
7. Testimonial gathering and social proof: Ask for testimonials at the peak of client satisfaction—right after a major success or milestone.
8. Empower client voices: Your clients are your best marketers. Encourage them to 1) share their success on LinkedIn or Instagram 2) participate in joint webinars or panel discussions 3) co-create thought leadership content like blogs or white papers.