

Referral & Testimonial Capture

Photography & Videography

Document type: Plan / SOP / strategy / guide · Generated 14 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a system to capture referrals and testimonials/reviews at the delight moment (delivery/album handover) — the ask, the mechanic, and incentives — so word-of-mouth and social proof (the top acquisition for photographers) become systematic. Use it to drive referrals. For reputation use the Reviews & Reputation (via marketing).

Purpose of this tool & output

Turn happy clients into referrals and reviews

How the output is used

Use it to turn happy clients into referrals and reviews — a referral and testimonial capture process at the right moment.

Important cautions

Ask for referrals/reviews at the delight moment (album/film handover); get client consent to use their images in your portfolio and testimonials. Referrals and social proof are a photographer biggest, cheapest acquisition channel.

Companion documents

- Booking & Enquiry Management
- Client Onboarding & Brief
- Client Consultation & Expectation Setting
- CRM & Follow-Up System
- Client Communication Plan
- Cancellation & Rescheduling Policy

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