

Hi,

Nigel here. Firstly thank you for taking the time and effort to get this far. The fact that you are reading this says so much about you.

I am asking for your help here on the subject of reviews. About ten years ago when I first founded C-options I was advised that I must ask for reviews from my clients as an essential part of being a business.

I did not feel comfortable in those days asking my clients to reveal the fact that they had needed therapy or Coaching. (I once sort therapy myself during a particularly bad time in my life and the last thing I wanted to do was advertise it to the world via the web.)

However I did as required and soon had a decent number of glowing reviews for my website from some lovely people.

That was in the early days when it was unusual to see any reviews anywhere except on websites. Yes before Google and yell.com !

Why was I uncomfortable about reviews for therapy you may ask?

Well call me old fashioned but I still believe the relationship between a coach and even more so a therapist and their client is personal and confidential.

Furthermore , often clients who come to a therapist are at a vulnerable stage in their lives like I was then.

As a former Crime Prevention Officer I realised that criminals surf the web looking for vulnerable people to target and I do not want to fuel that in any way. Where better to find someone who is feeling unsafe than on a therapy site? It is so easy today with social media in this day and age, to find out so much about anyone, by starting from even just a testimonial.

In my view Marketing has a lot to answer for.

I have even seen therapists who video their clients after a session to ask them to say how good they are.

I have seen reviews claiming to be from customers but are actually from even their own partners! That approach does not fit with my view of integrity.

There are so many really good therapists in and around Cleethorpes but generally most do not have many reviews so I am guessing I am not alone on this one.

My reason for this letter is that my website that I have had for ten years crashed recently and I was forced to create the one you visited to be here now in a couple of days.

With the crash went the reviews that I had collected so I decided to go the whole hog and not include reviews or testimonials on my new site.

So to the point.

Has the fact that I am taking this approach put you off choosing me as opposed to someone who collects reviews, or videos former clients?

If you have read this letter to this point you are really unusual and a special person.

I would love to have the opportunity to discuss with you not only this subject but also if I can help you in any way.

I am semi-retired and only work with a handful of clients at any one time so you can be assured of my undivided attention for as long as you need it.

It would restore my faith in human nature if you took the trouble to comment, in the box provided, even if it is to tell me I have got it all wrong. I would rather hear it from you than someone who is trying to sell me a marketing scheme.

Yours for now

Nigel