

Testimonials Workbook

Reflecting on Client Success Stories

Based on Testimonials by McCormick and Murphy

Client Success

Describe a key challenge a client faced that McCormick and Murphy helped them overcome.

Impact of Services

What was the primary outcome or benefit achieved by the clients mentioned in the testimonials?

Key Strengths

Based on the testimonials, identify two core strengths of McCormick and Murphy.

Client Experience

What words or phrases do clients use to describe their experience working with the company?

Problem Solving

How did McCormick and Murphy demonstrate their problem-solving abilities in the scenarios described?

Value Proposition

Summarize the value McCormick and Murphy provides to their clients, as suggested by the testimonials.

Resources & Further Reading

Related guides to use with this workbook:

■ McCormick and Murphy Testimonial Checklist

<https://storage.googleapis.com/mccormick-and-murphy-checklists-20260706-65ee7b/mccormick-and-murphy/Checklist/mccormick-and-murphy-testimonial-checklist.pdf>

■ Testimonials (Action Sheet)

<https://storage.googleapis.com/mccormick-and-murphy-checklists-20260706-14eb7c/mccormick-and-murphy/Action%20Sheet/testimonials-action-sheet.pdf>

■ Home

<https://mccormickmurphy.com/>

■ About

<https://mccormickmurphy.com/about/>

■ Kirk McCormick

<https://mccormickmurphy.com/about/kirk-mccormick/>

■ James Murphy

<https://mccormickmurphy.com/about/james-murphy/>

■ Sample Case Result

<https://mccormickmurphy.com/about/sample-case-result/>

■ M + M in the community

<https://mccormickmurphy.com/about/m-m-in-the-community/>

■ Practice Areas

<https://mccormickmurphy.com/practice-areas/>

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Client success is the ultimate measure of service.