

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

5 Ways to Mine Gold From Your Testimonials

By Roger C. Parker

5 Ways to Mine Gold From Your Testimonials

by: **Roger C. Parker**

One often-overlooked asset of your business is the testimonials you receive from happy, satisfied customers. Most businesses receive favorable customer comments and testimonials, but few translate these powerful marketing weapons into additional sales.

Testimonials work because customer comments are more credible than your words. When you say something about your business, your words are viewed as claims. But when your customer says them, their words are viewed as truth.

When a customer says something nice about you, your business, or one of your employees, how you respond is critical. Customer testimonials come in many forms, including conversations, emails and letters. Few testimonials are ready-to-use, however. Most can benefit from a little effort before you can put them to work.

Although you may receive testimonial letters that include permission to use the customer's words and name, in most cases you're best off contacting the customer, verifying the quote and asking permission to use their words and their name.

This is especially true if you are going to quote from a conversation or an email. Customers will appreciate your integrity. More important, verifying gives you a chance to clean up the customer's grammar and also improve upon the customer's original quote. For example, when verifying (or rewording) their comments, you might also ask: "Were there other aspects of buying from us that you might care to comment on?"

Simply showing an interest in the customer's words is often enough to open the testimonial floodgates.

Here are five ways to get the most from your testimonials:

5 Ways to Mine Gold From Your Testimonials

1. 3-ring binders. Letters and emails tend to get lost. One of the best ways to prevent this is to immediately place the original in transparent sleeves stores in a 3-ring binder.

2. Bulletin board. Hang copies on a bulletin board – or better – frame and display them behind glass in a prominent location in your place of business. Use a colored background to highlight the most recent letter you've received.

3. Computer file. Save excerpts from customer letters in a special computer file. Enter just the most relevant words along with the customer's name and city. (Excerpting focuses on the most important parts of the letter.)

4. Copies and printouts. Copy customer letters and insert them in your press kits and customer presentation folders. Format your customer testimonial file and include printouts with proposals.

5. Newsletter and website. Include customer testimonials in your newsletters and on your website. When appropriate, place testimonials next to descriptions of specific products or services.

Whenever possible, include photographs with your testimonials. Many car dealers, for example, photograph customers taking delivery of their new car. Since this is generally a happy time for customers, displays of these photographs project a positive image.

Even better, create posters for display at the point of sale. Simply create a collage of customer comments and photographs professionally typeset and laid out.

Use testimonials as the basis for your firms' advertising. Nothing beats ads written in your customer's own words. The ads inevitably attract attention and communicate with credibility unavailable in any other way. Create a variety of ads, reflecting the different marketing segments your business serves.

Thank your customers for their support and time. However, avoid paying customers. This could detract from the credibility of their words. Feel free, however, to show your appreciation with gift certificates or coupons worth savings or discounts.

Roger C. Parker is the \$32,000,000 author with over 1.6 million books in print. Do you make these marketing and design mistakes? Find out at

Map to a Gold Mine – Could You, Would You?

By Gary Simpson

"Map to a Gold Mine – Could You, Would You?" by Gary Simpson

If a total stranger came up to you and said: "I've got a map", what would you think?

Would you be intrigued or would you think he was nuts? What if he added: "It's a map to a gold mine."

5 Ways to Mine Gold From Your Testimonials

Would that get you interested?

What if he said: "I'll sell you the map."

There are many unknown quantities in the above scenario. In other words, there are a number of things that you need to know about the man and his map. Here are some considerations:

who is this man?

does he have credibility?

why is he offering you his map?

does the mine still contain gold?

who else has he offered his map to?

These are just some questions you might ask about the man, his map and the gold mine.

But let's assume that the man, the map and his gold mine are genuine. What else would you need to know?

where is the mine located?

how difficult will it be to extract the gold?

Let's also assume that the mine is able to be accessed and the extraction process is not cost prohibitive. When you have ascertained that everything is genuine, what would be your next question?

how much does the map cost?

Let's now assume that the map is affordable. Just for instance let us say that the map will cost you \$20,000. If you knew you could mine the gold, recoup your money and start making a profit, would you pay the man his \$20,000 asking price?

In the back of your mind is there a little voice saying "where's the catch?" Of course there is. However, let's also assume that there is no catch. What would be the only thing holding you back from taking advantage of this fantastic offer?

There is only one part of the equation missing. It's you. Can you make the process work? What do you need to do to mine the gold?

What do you need to know about yourself? If you had the map, could you do anything with it? Would you do anything with it? Would you be prepared to pay the man for his map? Would you be prepared to part with the \$20,000 for the map? Is the price too high for you? What if it was \$10,000, or \$5,000 or \$2,500?

On the other hand, would you deny yourself the opportunity because you were concerned that you were giving the man money for just a piece of paper with a few lines and directions on it.

The question I really want you to think about is this – how much are you prepared to pay in time, money and effort for information that can enable you to improve your life?

Studying subjects such as motivation, self esteem and personal development could be just the map you need to find your very own gold mine.

5 Ways to Mine Gold From Your Testimonials

About the author: Gary Simpson is the Course Co-ordinator for the "Life, Journey, Destiny – Personal Development Home Study Course" and the author of "How to Stop Wasting Your Life and Start Getting What You Want". His email address is

. The website containing this article and

others is located at Motivation & Self Esteem for Success.

[If you like this article and would like to use it on your own website or ezine you may do so **ONLY** if the article is not changed in any way and the final paragraph: "About the author", **with all links intact**, is included.]

Gary Simpson is the Course Co-ordinator for the "Life, Journey, Destiny – Personal Development Home Study Course" and the author of "How to Stop Wasting Your Life and Start Getting What You Want". His email address is

. The website containing this article and others is

located at Motivation & Self Esteem for Success.

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!