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

**Harnessing the Power of Testimonials**

**By Angela Wu**

**Harnessing the Power of Testimonials by Angela Wu**

Let's say you want to take your spouse out to a nice restaurant. You read the 'dining' column of your local newspaper, and ask family or friends for recommendations.

What they're doing is 'endorsing' a restaurant: 'That was the BEST scampi I've ever had!' is a testimonial to how delicious the food was. You consider their recommendations because they've \*had experience\* with what you're looking for.

The same principle works online. Glowing testimonials from happy customers can be a powerful enticement to prospective customers. Similarly, a personal endorsement from you can have a significant impact on your sales. Here are a few tips on how to use testimonials ...

=== Send a personally endorsed ad to your newsletter subscribers. Your loyal subscribers know you and trust you. You can use this for any type of product, whether it's your own, a colleague's, or an affiliate product. Remember to be selective about what you endorse; you're putting your name to it. Try sending a solo ad to your list and compare the results against an endorsement in your editorial space.

=== Buy a solo ad from an editor – and use his or her testimonial within the ad. This may help to increase response rates, since the readers (hopefully) know and trust their editor. One way to get a testimonial

## Harnessing the Power of Testimonials

from her is to provide her with a free copy of your product and ask her to review it. If she likes it, she'll let you know. If she doesn't, then at least you'll get some constructive feedback.

=== Do you sell an affiliate product? Post a personal testimonial on your website. Create a sales page specifically about that one product. Tell the reader how the product has helped you and why you like it. Be specific. Detailed testimonials are far more convincing than a bland, "It's great!". HOW is it 'great'?

=== Use testimonials about your own product on your website and in your promotional material. Create a few different sales pages and test which one gives the best response. Is it the page where you group your testimonials together for 'high impact'? Or is it the page where testimonials are placed strategically throughout the sales letter?

It almost goes without saying that you should always use real testimonials – they have that 'ring of truth', a sincerity that shines through. Make sure all your testimonials are verifiable by posting an email address, phone number, or other contact information alongside them. And, of course, ask permission to use them within your sales material. If you would like a template to help you write a request for permission, try the Instant Sales Letter package at <http://buildyourhomebiz.com/instant.html> .

It may take some work initially ... but it's well worth it. Your 'file' of testimonials is a wonderful way to showcase your product, establish credibility, and improve sales.

Angela Wu Angela is the editor of Online Business Basics, an exclusive newsletter for eBusiness beginners. OBB features ongoing tutorials on how to build a profitable Internet business on a shoestring budget. Find out how you too can join the thousands quietly earning a living online: <http://www.onlinebusinessbasics.com/article.html>.

### **Harness Your Personal Power**

**By Francoise Rapp**

## **Harness Your Personal Power by Françoise Rapp**

Being in control of your life is more than simply feeling in control. After all, while you may believe you are consciously making controlled decisions, your actions may actually be sabotaging your life.

To harness your personal power is to become more assertive, to act in your own best interests while maintaining a global awareness of the world in which you live. By harnessing your personal power, you will become healthily responsible for your own emotions, thoughts and actions, and stop giving yourself away without your conscious consent.

Harnessing your personal power is a simple and true commitment to yourself and the life you want to enjoy. The process entails taking the following steps toward the changes you want to see in your life:

- \*Know yourself: what brings you joy, comfort, drive, love?
- \*Dare to be you.
- \*Ask for what you want and what makes you feel good.
- \*Treat yourself in accordance to your needs and wants.

On your path to unleash your inner power, you may have difficulty adjusting to a new paradigm. But you must hold true to your commitment if you are ever going to feel complete and achieve your full potential. With your newfound personal power you will truly be able to enjoy genuine and healthy relationships with others, feel content with life's goods and gifts, and view life as an opportunity and gift.

Begin harnessing your personal power to gain control in your life now by incorporating the following routine into your daily life:

- \* Maintain a journal expressing your needs and wants;
- \* Prepare the aromatic blend below. Pour a few drops into the palm of your hands and inhale deeply several times throughout the day.
- \* Anoint your solar plexus and sacrum with the aromatic blend while saying the following affirmation three times aloud:  
"As I harness my power, I recognize the strength and beauty of who I am."

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### **Blend to Harness Your Personal Power**

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To prepare the blend, pour the essential oils in a 10ml bottle and then add an organic vegetable oil to fill, such as sweet almond, jojoba or safflower.

- 10 drops Rosemary
- 9 drops Lemon
- 7 drops Bay leaves (or Laurel)
- 7 drops Cypress

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Order what you need to create it yourself by visiting  
<http://aromalchemy.com/aromatherapy/ouroils.html>  
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In Good Health,  
Francoise Rapp  
<http://www.aromalchemy.com>

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Internationally renowned aromatherapist and alchemist Françoise Rapp shares her expertise each week in her free ezine, the Arom'Alchemy Newsletter. To subscribe, visit [www.aromalchemy.com/education](http://www.aromalchemy.com/education).



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