

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**How To Use Testimonials To Increase Your Sales**

**By Albin Dittli**

**How To Use Testimonials To Increase Your Sales by Albin Dittli**

Testimonials are quotations from satisfied customers and clients. They are one of the simplest and most effective ways of adding punch and power to web site sales letter.

How do you get and use testimonials? Here are some tips for using testimonials:

1. Always use real testimonials instead of made-up ones. Even the most skilled copywriter can rarely make up a testimonial that can match the sincerity and credibility of genuine words of praise from a real customer or client.

If you ask a customer to give you a testimonial, and he or she says, "Sure, just write something and Ill sign it," politely reply: "Gee, I appreciate that, but would you mind just giving me your opinions of our product in your own words?" Fabricated or self-authored testimonials usually sound phony; genuine testimonials invariably have the ring of truth.

2. Long testimonials are usually better then short ones. Many copywriters are hooked on using very short testimonials. For instance:

"...fabulous!..."

"truly funny...thought-provoking..."

"...excellent...wonderful..."

I believe that when people see these ultra short testimonials, they suspect that a skillful editing job has masked a comment that was not as favorable as the writer makes it appear. In my opinion, longer testimonials, say two or three sentences versus a single word or phrase come across as more believable. For example:

"I can't say enough good things about the quantity and quality of products at such a low cost. Not to mention the super service and fulfillment of our purchase requests. I think I'll stay! Thank you again."

## How To Use Testimonials To Increase Your Sales

Sure, its longer, but it somehow seems more sincere than a one–word superlative.

3. Specific, detailed testimonials are better then general or superlative testimonials. Upon receiving an email of praise from a customer, our initial reaction is to read the email and find the single sentence that directly praises our company or our product. We extract the words we think are kindest about us, producing a bland bit of puffery such as:

"We are very pleased with your product."

Actually, most testimonials would be stronger if we included more of the specific, detailed comments our client has made about how our product or service helped him. After all, the prospects we are trying to sell to may have problems similar to the one our current customer solved using our product. If we let

Mr. Customer tell Mr. Prospect how our company came to his rescue, hell be helping us make the sale. For instance:

"Hi Brian,  
I just signed up for your "RESALE RIGHTS COOP".  
I've been searching the net for almost a year looking for something that combined value and affordability. Your package is truly the best of both worlds. Keep on keepin–on.  
Wow what a package."

Again, don't try to polish the customers words so it sounds like professional ad copy. Testimonials are usually much more convincing when they are not edited for style.

4. Use full attribution. We've all opened web sites and direct mail packages that contained testimonials from "D.W. in Nevada" or "Ron V., Self–Made Millionaire." I suspect that many people laugh at such testimonials and think they are phony.

To increase the believability for your testimonials, attribute each quotation. Include the persons name, city and state, and (if a business customer) their job title and company (e.g., "Ada Dittli, President, Cedar Ridge, Inc.").

People are more likely to believe this sort of full disclosure than testimonials which seem to conceal the identity of the speaker.

5. Group your testimonials. There are two basic ways to present testimonials: You can group them together in one area of your web site or ad, or you can scatter them throughout the copy. A third alternative is to combine the two techniques, having many testimonials in a box and a smattering of other testimonials throughout the rest of your copy.

I've seen both approaches work well, and the success of the presentation depends, in part, on the skill of the writer and the specific nature of the piece. But, all else being equal, I prefer the first approach: to group all your testimonials and present them as a single block of copy. This can be done in a box or on a separate web page. My feeling is that when the prospect reads a half dozen or so testimonials, one

## How To Use Testimonials To Increase Your Sales

right after another, they have more impact and power than when the testimonials are separated and scattered throughout the piece.

6. Get permission. Make sure you get permission from your customer to reprint his words before including his testimonial in your copy.

I suggest that you send an email quoting the lines you want to reprint and ask permission to include them in ads, web copy, and other materials used to promote your firm. Notice I'm asking for a general release that gives me permission to use the customers quotation in all current and future promotions, not just a specific ad or letter. This lets me get more mileage out of his favorable comment and eliminates the need to ask permission every time you want to use the quote in a new ad or letter.

7. Soliciting Testimonials. If your customers don't send you emails of praise (and many won't), then you can ask them to give you a testimonial. How? Simply send an email to your customers who are happy with your product or service and ask for their comments. Heres a sample letter (feel free to copy or adapt it):

Mr. George Drake  
Dear George,

I have a favor to ask of you. I'm in the process of putting together a booklet of testimonials—a collection of comments about my services, from satisfied clients like yourself.

Would you please take a few minutes to give me your opinion of my consulting services?

There' no need to dictate a letter. Just email me your comments. If you want to you can just reply to this email.

I look forward to learning what you like about my service, however I also welcome any suggestions or criticisms, too.

Many thanks, George.

Regards, Albin Dittli

**P.S. WE APPRECIATE YOUR PERMISSION TO QUOTE FROM YOUR COMMENTS, AND USE THESE QUOTATIONS IN ADS, WEB COPY, BROCHURES, MAIL, AND OTHER PROMOTIONS USED TO MARKET YOUR SERVICES**

Note that I am asking for an "opinion" instead of a testimonial, and that I urge George to give me criticisms as well as positive comments. In this way, I'm not just asking for a favor, I'm getting information that will help me serve my customers better in the future. Thus, I'm not the only one who profits; we both do.

If you solicit testimonials from your satisfied customers, and you always get permission to use any

## How To Use Testimonials To Increase Your Sales

unsolicited testimonials that people send you, you will soon build a thick testimonial file. Because you have gotten people to give you a "blanket release" to use their comments any way you choose, you can use these testimonials in any or all of your marketing materials, from ads and sales letters, to catalogs.

Always give a list of your full testimonial file to any ad agency, copywriter, or marketing consultant you hire. It will be tremendously helpful to them when they create ads or web copy for you.

With the wise use of testimonials you can increase your credibility. And with your increased credibility you should have an increased sales conversion rate.

You may freely distribute this article, post it to your or other web sites (where permitted), and publish it in an ezine, as long as you keep the resource box as is with the article.

Albin Dittli is the owner of <http://www.The-Home-Business-Center.com>, where you can get free content and your very own money making website that is 100% ready to take orders and pull in massive profits for you immediately. You can subscribe to his free eBiz Marketing Tips ezine by sending an email to [moneystrategies@listwarrior.com](mailto:moneystrategies@listwarrior.com).

### **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

## How To Use Testimonials To Increase Your Sales

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 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.

## How To Use Testimonials To Increase Your 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>.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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