

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!

How to Get and Use Testimonials

By Angela Wu

How to Get and Use Testimonials by Angela Wu

Small businesses don't have the same luxury of 'brand-name recognition' that the big companies have. Thus, we have to work that much harder to earn our visitor's trust. One way to build this all-important credibility is to get and use testimonials from happy customers.

__HOW TO GET TESTIMONIALS FOR AN EXISTING PRODUCT

If your product or service has been available for some time, then it's not that hard to find out how your customers feel about their purchase or your service.

1) Unsolicited Testimonials.

Your customer may be so thrilled with your product that he or she just has to let you know how happy she is. As a courtesy, you may want to acknowledge her message and ask for permission to use her testimonial in your promotions and on your website.

2) Ask.

Don't assume that happy customers will write to you. Be proactive! For example, you can contact your customers and ask them for feedback on your product or service. You can even include an evaluation form with your package to save time. You'll get both valuable suggestions for product improvements, and hopefully some testimonials as well.

How to Get and Use Testimonials

I've found that customers will often email me with a question or comment that shows how much he appreciates my product or service. I answer the email thoroughly, then follow up with a request for a testimonial.

__HOW TO TESTIMONIALS FOR NEW PRODUCTS OR SERVICES

What do you do if your product is brand–new? You may not yet have customers, or perhaps your product/service is something that takes time before results can be seen (for example, a dog training tutorial).

1) Get a 'Personal Referral'.

Ask colleagues, subscribers, or previous customers from another product line to attest to your knowledge, integrity, great customer service, or how your other product has helped them.

2) Approach a Colleague for a Review.

Find another 'expert' in your target market (*not* a competitor, though!) and offer him or her a complimentary copy of your product for review. This has two advantages: first, you'll get constructive feedback about your product from someone in your field... and secondly, you may get a testimonial from it.

Testimonials from 'experts' certainly helps to add credibility to your offer. However, try to get customer testimonials as well – it helps to show that you have happy customers, not just happy colleagues. :-)

3) Make a Special Offer to Your Target Audience.

For example, you could offer the first 20 people to contact you a free or discounted copy/sample of your product in exchange for feedback and a testimonial (if they feel it's warranted, of course).

__A FEW PARTING TIPS...

* Use real testimonials. They have that genuine 'ring' to them.

How to Get and Use Testimonials

* Don't 'polish' or edit to an extreme. Let the testimonial speak for itself.

* If possible, add credibility by including a name, email address or URL, your customer's state or province of residence, or even the customer's company name, job title, etc.

* Longer testimonials often have more 'impact' than short ones. Many testimonials can easily be edited to read:

'...truly amazing...'
'...gorgeous...stunning...'

On the other hand, a longer testimonial can be far more persuasive:

'I was initially reluctant to order any type of jewelry online ... but I was thrilled when I got my bracelet! It's gorgeous, one of the most stunning pieces I own. Thank you so much for your wonderful catalog, and for your excellent service. I'll be back!'

* Use specific testimonials, whenever possible. Details make a much 'stronger' or more persuasive testimonial. For example, 'I love your book!' is not as effective as:

'It's been six months since I purchased your highly motivating book. I started a new exercise program that I've stuck to now for 5 months and at 46 years of age, I have never been more fit in my life. I feel great, and as an added bonus I've even lost 10 pounds. Thank you so much. I love your book!'

You can find additional tips in the article, 'How to Harness the Power of Testimonials', available at http://onlinebusinessbasics.com/articles_testimonialtips.html

Don't be shy to seek and display testimonials -- they're a valuable asset for marketing your business, and they help to convert prospects into paying customers.

Writing Your Own Powerful Testimonials

By Grady Smith

Writing Your Own Powerful Testimonials by Grady Smith

Wouldn't you love to be able to write testimonials for use on your website that scream huge praises for your product?

Writing your own testimonials? You've got to be kidding! Isn't that illegal?

I know what you're thinking. You're picturing some guy banging out praises for his product, then pulling names out of thin air to tag onto them. But you've got it half wrong.

While I have written some of my own testimonials, the names below them are actual people that agree with what the testimonial has to say.

Confused?

Let me show you what I mean...

A customer purchases my product. They have a chance to look through it and make a decision about it.

About a week after their purchase, I send them a letter asking for a testimonial. But this letter is unlike any testimonial you've ever seen.

What I do is write a letter asking for them to pick which comment sums up their review of my product. Then the letter continues with about five testimonials, each one reflecting a different opinion.

For instance, my first testimonial might say that they've made good money with my product. The second might say that they were skeptical at first, then realized after their purchase what a great product it is. A third testimonial might show what a thorough product I have and that it answered all their question. I would also have two or three other testimonials that showed and put to rest different fears a potential customer might use to not make their

purchase.

A customer of mine reads through the testimonials, and picks the one they feel is close to their own thoughts. At the bottom of the letter, I ask if I can use their name along with the testimonial they chose to sum up their thoughts on my website.

And most will do it. If they like your product, they should have no problem lending their name to a testimonial that mirrors their thoughts. In fact, they probably would of said it themselves, only they didn't feel competent in their writing or didn't want to take the time.

You still may wonder, is it unethical?

I don't believe so. I feel that if someone doesn't agree with the testimonials I've written, they're not going to let me use their name. Writing my own testimonials simply lets people express their feelings without the labor of writing.

There are a few other tips you'll need to write your own testimonials:

Write your first five to seven testimonials, then send them out to one customer. Wait for their reply. If they decide to tag their name to one of them, then replace it with another new testimonial and send it to your next customer. Keep track of which ones you've used, and replace them as you go.

Give the opportunity for your customer to enhance the testimonial. Let them change words or phrases. Allow them to add or delete sentences. In a sense, let them really make it their own.

This is a powerful method of securing testimonials for a new product. I would say that almost half the testimonials on my web page were acquired this way. As I get new unsolicited testimonials that are really powerful, I swap out the older ones. If you do the same you have a powerful tool that reassures potential customers and turns them into buyers.



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!