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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!

How to Write Great Testimonials and Why it Can Increase Your Profits Incredibly!

By Laurie Meade

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Everyone likes to read or get a referel about something they are considering buying. It helps overcome that fear of mistrust. Do you know how to get over that fear of mistrust with your visitors on your website?

Use great testimonials of your product. Its like the friend who recommends a certain dentist, doctor or plumber. You would rather use the friend's referel, than pick a stranger out of the yellow pages. I know I would. Would you like to know how to get these wonderful comments that praise your products?

A good testimonial is descriptive, using words that entice feelings of happiness, satisfaction. Words that show a customer is very happy that he bought the product. Descriptive phrases that show how the product has increased the customers, profit, time management, etc.... You probably thinking, yeah right, and just who is going to do that, for me??

A good testimonial also has a live link and person connected to it. Another requirement to fulfill. Actually this requirement becomes your selling benefit to your testimonial request. Would you like to read some testimonials I have written?

For a free list of successful testimonials I have written, that are published on other sites, send a blank email to:

testy@you2cansellonline.com

A great testimonial is very important in the world of online marketing. The human voice, touch and feel, is not present in your sales pitch on the website print. Adding several testimonials for your product, with live links, will increase trust and credibility for your business. Okay, I hear you thinking, so just how do I

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go about getting these wonderful words of wonder for my product?

What many business owners don't realize is how easy it is to get testimonials.

So, how do you get unsolicited testimonials? Well, you could just ask?

Make sure you have a quality product.

First, remember that the good you do comes back to you. Offer free review copies of your product to newsletter publishers and other parties likely to have an interest in your product.

They have a stake in being honest and in backing up anything they've said about your product. That will get you started.

Then, if your product is good, you will receive good feedback from your readers.

When you get something you'd like to use, write to thank them and ask if you can quote them. Tell them you'll link to their website if they like.

Then you've got an unsolicited testimonial from someone likely to stand behind what they said because it was an honest and unsolicited comment to you.

Be sure and let them know that you will be posting their comments with a link to their website. Offer to post links to their site directly from their testimonial. They will get extra traffic to their site just for telling the truth about their experience with your product! Do you see how this can be a win-win situation for both businesses involved?

You would be amazed at how fast you can grow your own website traffic with testimonial links on other sites. When I check my web statistics, it amazes me how many of my visitors are generated from a link from another webmaster's sales page!

This technique will also help you get your website link rating for the search engines increased. It will help you build credibility as an expert. It will also help you build relationships with other online internet marketers.

Can you ask for much more than that?

Laurie Meade is editor of the "Yes You Can!" Ezine. She focuses on reviewing information products, software, webmaster tools, and resources. She tells it like it is, the honest facts in her own words and opinions. Get a review written for your product or service! <http://you2cansellonline.com> or <mailto:subscribe@you2cansellonline.com> Receive access to a members only Free Gifts Download Page upon subscribing.

Writing Your Own Powerful Testimonials

By Grady Smith

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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

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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.



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