

Use Online Diaries Instead Of Testimonials!

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!

Use Online Diaries Instead Of Testimonials!

By Larry Dotson

Use Online Diaries Instead Of Testimonials! by Larry Dotson

Have your customers publish an online diary instead of giving you a testimonial. The diary would include regularly updated entries of how customers are using your product to improve their life. You could give customers a free product or a rebate in exchange for them publishing it online.

Your customers could write diary entries about goals they have reached using your product, the positive emotions it's given them, the fears and worries your product has taken out of their lives, how bad their lives were before they bought it, how it has helped other people in their lives, etc.

Your customers could update it daily, weekly or monthly. It will depend on how often they use your product. You could publish the diary right in your ad or link directly to the diary. You could provide the people with web space for writing the online diary or have them e-mail you the diary entries for you to publish.

You can make the online diary extra persuasive by also including customer's personal profile, pictures, online video of them using your product, net audio of them talking about your product, even scanned handwritten letters, etc.

Use Online Diaries Instead Of Testimonials!

An online diary would likely outsell the common testimonial because it's updated on a regular basis and reveals more personal information. A diary is considered private which would make people more curious to read it and believe its legitimacy.

Testimonials Can Increase Your Web Traffic

By Elizabeth McGee

We've all seen and read product testimonials. They're a very valuable tool for merchant sales and can often tip the scales in determining a customer's decision to buy. But testimonials offer another superb benefit. It's the benefit to you and your marketing strategy.

When I'm on a site offering a product or service I like to click on customer testimonials because they are generally short and easy to read. People typically point out exactly what they like about a product and how they used it to their benefit. Testimonials come from real users, they're not some ad written by the company.

Now, let's take the testimonial concept and think about it as a marketing strategy for you and your business.

Website testimonials describe how buyers feel about the products they have purchased and used. If you, as a buyer, offer your testimonial with your name and website address this now becomes a very valuable marketing tool for you. It will expose you and your business to everyone looking at that merchant's website. If the merchant site happens to be a well-known site offering a high demand product, this could mean huge exposure for you.

Note that many merchant sites will display your website address but will not put an actual link to it. While it's ideal to have a link to your site it's not always necessary. I often investigate sites of testimonial givers whether there is a link attached or not. As long as your website address is displayed, that is good enough.

Testimonials can also double as a great linking strategy as well. If your testimonial includes your link and is displayed on the front page of four or five high ranking merchant sites this can increase your link popularity tremendously. By doing this you have also just eliminated the concern of linking to competitor sites and you've avoided the hassle of reciprocal linking.

Testimonials don't only need to be addressed to merchants you buy from. You should also send your testimonials to ezines or free online services that you use. Send them in the form of complimentary notes. Compliment their products or services and describe how you find them useful. Websites interested in boosting sales will often use them and you are much more likely to get printed if you are delivering a compliment.

Elizabeth McGee has spent 20 years in the service and support industry. She has moved her expertise

Use Online Diaries Instead Of Testimonials!

to the world wide web helping businesses find trusted tools, enhance customer service, build confidence and increase sales. You can contact Elizabeth at

or visit

her website at

Testimonials Can Increase Your Web Traffic
Harnessing the Power of Testimonials
Writing Your Own Powerful Testimonials
Discover 3 Alternative Methods to Boost Quality Testimonials
10 Killer Ways To Make Your Online Testimonials More Believable

Web Audio Plus Software
News Letter Genie Pro
The HTML Security Report
GUERRILLA MARKETING Volume 1
GUERRILLA MARKETING Volume 2



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!