

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!

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

Writing Your Own Powerful Testimonials

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.

Testimonials Convert Prospects Into Buyers

By Bob Leduc

Big businesses get instant credibility with their well-known company name or brand name. But small companies have to create their own credibility. One of most powerful tools you can use for this is customer testimonials.

Here are 5 tips to help you get persuasive testimonials ...and use them to convert prospects into buyers.

1. Continuously Collect Testimonials

Start by setting up a file to store the positive comments you get from customers. Many good testimonials are hidden in the casual comments customers make during normal communications.

Don't overlook the positive comments you get by phone or in person. Write them down and add them to your file.

Next, look for some ways you can stimulate customers to give you testimonials. For example, send a postcard or email message to recent customers asking what they liked best about your product or service. You'll be surprised at some of the glowing comments you get.

You don't need a lot of testimonials before you can start using them. Three is normally enough unless your sales message is unusually long.

2. Try to Get Varied Testimonials

All of your prospects and customers are not exactly the same. Different aspects of your products and services are likely to appeal to different prospects.

Try to get testimonials that mention a variety of results achieved by your customers. The more benefits

Writing Your Own Powerful Testimonials

you can reveal with customer testimonials, the more business they will generate for you.

3. Some Testimonials Are Better Than Others

Avoid using testimonials that are not specific. For example, "I really liked your service a lot", is nice for you to know. But it won't stimulate many prospects to buy.

Instead, look for testimonials that describe specific results. For example, "In just 2 weeks I lost 9 pounds, feel years younger and still continue to enjoy my favorite foods." That testimonial will motivate anybody who wants to lose weight to get your program fast.

4. Get Permission to Use Testimonials

Always get your customer's permission before using their testimonial. And tell them how they will be identified with the testimonial. For example, I usually include at least my customer's name, city and state (or country).

If you sell to businesses instead of to individuals you may want to include some other things about each customer with their testimonial. For example, your customer's title, the company name, the type of industry or anything else that would appeal to other customers like them.

5. Highlight Testimonials When You Use Them

You can group all testimonials together in your sales letter or web page ...especially if the message is short. Or you can scatter them strategically throughout your message ...especially if the message is long. But always highlight testimonials so they stand out from the rest of your message.

For example, display them in italic letters enclosed in quote marks. On web pages you can further highlight them in yellow or some other color that contrasts with the background color of the page.

The 5 tips in this article revealed how you can get persuasive testimonials – and use them with maximum impact. Start applying these tips now in your business and you will quickly start converting more prospects into buyers.

Copyright 2004 Bob Leduc

Bob Leduc spent 20 years helping businesses like yours find new customers and increase sales. He just released a New Edition of his manual, *How To Build Your Small Business Fast With Simple Postcards ...and launched *BizTips from Bob**, a newsletter to help small businesses grow and prosper. You'll find his low-cost marketing methods at:

or call: 702-658-1707 After

10 AM Pacific Time/Las Vegas, NV

Writing Your Own Powerful Testimonials

Testimonials Convert Prospects Into Buyers

Harnessing the Power of Testimonials

GET 5 POWERFUL TESTIMONIALS FOR YOUR PRODUCT...GUARANTEED!

Links From Testimonials

"5 Powerful Free List-Building Tactics!"

Write Around The World FREE!

eWhiz Ad Creator

How To Improve Blood Circulation

Quick-Turn Marketing Exposed

Web Audio Plus Software



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!