



Testimonials Are Messages of Gratitude and Appreciation

We all need to know how to share gratitude and appreciation both in our personal lives and in our professional lives.

Create. Use. Transform. Share. Real, Quality Testimonials.

Wisdom. Gratitude. Appreciation.

Create good news. Share it everywhere you can.



Multiply Your Credibility and Sales

The business turns over in excess of 4 million per month and it only really got going once we started doing testimonials

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How WikiJob increased sales by 34% by A/B testing customer testimonials



By: [Paras Chopra](#)

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What a Real, Quality Testimonial Is

A story of a journey your client took.

A transformation your client experienced.

Your client was all alone with their problem, not knowing what to do.

Then they found you, and you provided the solution.

The positive, powerful reputation you're creating.



Persuasive Sales Tools

Your Clients' Feedback = The Raw Material for Their Testimonials

Better than whatever you could've come up with on your own.

From prospect to client. Thanks at least in part to relatable stories.

Game changer. Unfair advantage. Start now, if you haven't already.



Call to Action (It Makes an Offer)

Tell others what to do to feel the same way you do.

You're sharing your happiness. Giving support.
Spreading awareness. Increasing recognition.

You can create good news. We can always use more.

Only you can help create a better, brighter world.



Believable. Credible. Relatable.

Specific strategies include:

- Details of the results gained.
- Details of the problems solved.
- Some skepticism about whether or not you could help.
- Proof that it's from an actual client.

Nobody is using Testimonials enough. They are completely versatile and waiting to be fully leveraged.



Buying Is an Emotional Decision

Stories are emotional journeys.

The best ones cause us to experience desirable emotions.

Testimonials are your clients' stories.

Stories are the greatest way to:

- increase sales.
- establish your problem-solving authority, credibility, and celebrity.



The Most Powerful Type of Testimonial

It's Video Testimonials.

Communication

- 7% is with our words;
- 38% is with our tone of voice;
- 55% is with our body language.

Video Testimonials use the entire 100% capacity of communication.



Give Testimonials to Those Who Have Helped You

The more Testimonials you create for businesses you've directly benefitted from, the more confident you become in getting Testimonials from your clients.

The Law of Giving helps you receive.

Do what few others do, and get uncommon results.

Spread good news. Be thankful for what you've received. Give.



Action Steps

www.TestimonialSuccess.com/intro

Give Testimonials to people and to businesses that you've directly benefitted from.

Don't ask for anything in return.

Let me know what you've learned about Testimonials and how they've helped you.