

**“Introduction to Testimonials” video transcript**  
by Tyler Buchanan, Co-Founder of Testimonial Success

**(“Testimonials Are Messages of Gratitude and Appreciation” slide)**

Hey, this is Tyler Buchanan, Co-Founder of Testimonial Success.

Testimonials are messages of gratitude and appreciation. The entire world needs to know how to share gratitude and appreciation both in their personal lives and in their professional lives. It takes wisdom to know how to do that.

As more people worldwide create, use, transform, and share Real, Quality Testimonials, then they are also increasing the practice of wisdom, gratitude, and appreciation.

People want to hear good news now more than ever, and Testimonials are a way of sharing good news. We always need more. You can generate that good news yourself.

Create good news. Share it everywhere you can.

**(“Multiply Your Credibility and Sales” slide)**

Here’s some results that Testimonials have gotten. They’ve increased revenues to over four million per month. They’ve increased sales by thirty four percent, and they’ve turned one paying customer into ten more paying customers right away.

**(“What A Real, Quality Testimonial Is” slide)**

What a Real, Quality Testimonial is. It’s the story of a journey your client took, of a transformation they experienced. The hopelessness they faced. Now they’re in the sunlight, thanks to you. You got them out of the cave. They’ve got the solution that they needed.

Your clients’ stories need to be told. This is the public legacy you’re building. On purpose. It’s the positive, powerful reputation you’re creating. You’re the go to solution. You helped bring about necessary changes, and you want to provide even more value.

Real, Quality Testimonials prove to people that you’re capable of making a difference. It’s the evidence in your favor like you’re presenting a Court case. They’re the exhibits in your trial of the Court of public opinion of whether or not people are going to go with you. Clients’ stories show that people trust you, and they reduce the risk of believing in you. You’ve provided value before, and you can do it again.

The alternative is leaving your reputation to chance and allowing people who aren’t even your clients to cause others to doubt you and bleed away your credibility and your sales. You might not be bled dry all at once. It could be gradual, but this scenario really does happen.

Either you can hope that people will automatically trust you and buy from you, or you can use your clients’ stories – Real, Quality Testimonials – to help make sure that people do trust you and buy from you. Don’t leave your success to chance. Use your clients’ stories.

We need more people saying wonderful things about other people.

And when the time comes when you’re having a down cycle in life, and you need something to pick you up, you’ll look back at your Testimonials, and you might feel great about what you’ve accomplished. Ideally that’s exactly what happens.

We have an epidemic of negativity in our world. This will turn the tide. Testimonials are an excellent way to grow your business.

**(“Persuasive Sales Tools” slide)**

Each Testimonial must be different. They can't all be the same. They can be making some of the same points, but they must use different wording. That's why it's so valuable to have your clients' feedback be the raw material for their Testimonials.

It's still their gratitude and appreciation shining through. It's better than whatever you could've come up with on your own.

Real, Quality Testimonials can move a prospect from not knowing that you exist to saying, “I need this in an instant” to buying what you have right away above and beyond anyone else's product or service.

This is a game-changer for people who will be doing this. This will give you an unfair advantage in the marketplace. Do it before other people start. Get better at it. Start on your 50 Testimonials now so that you have 100, 200, 300, 500, and more. Really make it a goal for your business. Happy people means happy life.

**(“Call to Action (It Makes an Offer)” slide)**

A Testimonial ideally provides an Offer. It says, “Go and take this”, “Go and get this”, “Go grab”, “Just go try this”, “You gotta do it. Don't even hesitate”. It states clearly what the next step is.

**(“Believable. Credible. Relatable.” slide)**

There are specific strategies for making sure that Testimonials are believable. For example, they need details of the results gained, problems solved, and some skepticism about whether or not you could help.

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

**(“Buying Is an Emotional Decision” slide)**

Testimonials appeal to the emotions, and people buy based on their emotions. They later justify that buying decision with their logic, but it's emotions that mainly make the decision. They buy something based on the idea that it will help them feel certain emotions.

Stories are emotional journeys. The best stories draw out and cause us to experience desirable emotions. Of course, Testimonials are stories, and stories are the greatest way to increase sales, even with your existing clients. They're the greatest way to connect with others and establish your problem-solving authority, credibility, and even celebrity.

**(“The Most Powerful Type of Testimonial” slide)**

Video Testimonials are the most powerful type of Testimonial. Here's why. Some explanation for that links back to a well-known study about communication. 7% of what we communicate is with our words, so written Testimonials are using that 7%, which is better than nothing. This is a good option.

38% of what we communicate is with our tone of voice, so audio Testimonials are using the 38% plus the 7%. This is a better option.

55% of what we communicate is with our body language, so Video Testimonials with the person on screen use the 55%, the 38%, and the 7%. Video Testimonials use the entire full spectrum 100% capacity of communication. We see the person using their body language, we hear their tone of voice, and we know the words they're using. This is the best option.

**(“Give Testimonials to Those Who Have Helped You” slide)**

Testimonials are stories of gratitude and appreciation about a transformation that's been experienced. The more Testimonials you create for businesses you've directly benefited 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.

Keep in mind that Testimonials are messages of gratitude and appreciation. You're spreading good news. You're being thankful for what you've received, and you're giving something back. If you give Testimonials to businesses you've directly benefited from without them having to ask you for Testimonials, you benefit from that, too. The results can be pleasantly surprising.

**(“Action Steps” slide)**

Download the slides and the transcript for this video. The download links are available on [www.TestimonialSuccess.com/intro](http://www.TestimonialSuccess.com/intro)

Obviously, there's a lot more to Testimonials than what I've already mentioned.

This is Tyler Buchanan, Co-Founder of Testimonial Success. Let me know what you've learned about Testimonials and how they've helped you. Thanks for watching.