



## Testimonials Matter

In today's competitive marketplace, you must build your credibility so that people see you as the go-to expert in your field. Strong client testimonials can do that. They're one of the prime marketing tools to build trust, and bring people closer to a sale.

However, just having them isn't good enough. Be sure your testimonials are easy to see, and presented in the best possible way, so they serve you to the max.

Here are 5 testimonial mistakes and suggested repairs to leverage your marketing efforts, and attract more prospects.

### 1. Not using a person's full name

- When you come across a testimonial signed with just initials, it always seems a bit suspect, that maybe they made it up.
- Putting a person's full name gives you and your testimonial much more credibility than just someone's initials. If appropriate, put a company and location, which emphasizes that these people are real, and shows the types of clients you serve.
- Initials might be acceptable if you are using them in a sensitive business, like counselling. But, if you have helped someone, and they are thrilled with your services and how you changed their life, they may be willing to allow their full name. Just ask.

### 2. Not using an endorser's photograph

- Depending on your business, this may be easier for some than others, but having a person's photograph beside their testimonial elevates the credibility of your services.
- If they're local, you can stop by and take a photograph of them. If they are in another location, ask if you can use one of their online profile images, but make sure it looks professional.
- It's been proven that photos sell. Having a picture helps the reader personalize the testimonial and give it credibility and validity.

### 3. Not using a headline snippet

- Because people scan the internet, they don't often read everything on a page. You have to grab their attention. If they see your big block of text testimonial, they may not read it, especially if you have several.
- Try taking a snippet of the testimonial and use it as an attention grabbing headline. What experience can they expect to learn about, that could resonate with their situation?

### 4. Putting testimonials on only one page of your website

- Although it seems logical to list all your testimonials on a designated webpage, visitors to your site may not end up on the testimonial page.
- You'll have more impact if you also sprinkle your endorsements throughout your website. When they're learning about certain services, they'll see one of your client testimonials about that service. It helps to sell on that page, while they're thinking about it.

### 5. Putting testimonials only on your website

- Your website is just one marketing tool, which needs to be supported by several other marketing strategies. In order to grab people's attention, why not show off your endorsements in a variety of locations.
  - Newsletter
  - Email signature
  - Business card – ideal for snippet titles
  - Brochure
  - Social media, particularly LinkedIn
  - Print advertising
  - Presentations
  - Direct Mail
  - Radio
  - Event invitation

### Conclusion

Have you fallen into the trap of making any of these 5 mistakes? If so, you're limiting your potential to attract new business.

**It's time to ramp up your testimonials, as a strategic marketing strategy.**

But, perhaps you don't have very many. Or maybe they're so weak they don't attract any attention. The number one problem with Testimonials is the hang up for getting them done.

But what if you had them written for you?

Check out my [Sound Bites That Sell](#) testimonial package. It looks like this - I interview your clients. I write their testimonials. You get killer marketing tools to attract more leads. **Easy for you. Easy for your client.**



**Contact me today, and have your testimonials done for you.**

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