

How to Attract More Prospects with Higher Quality Testimonials



Testimonials are an incredible marketing strategy. These passive referrals provide a form of word-of-mouth marketing, which can be very powerful to influence buying decisions. If they're done right. Asking for and writing your client's testimonial is one thing, but your responsibility doesn't stop there.

This **9-step check list** will help you make the best use of your testimonials, so they act as your virtual sales team to attract prequalified prospects.

- 1. Show Results** - Share customer wins and accomplishments. Quantify with statistics, customer wins, or an increase in percentages or dollars. Anything that describes results you helped your client achieve will have an impact.
- 2. Highlight Emotion** - How did your service or product make them feel? People relate to emotions, whether it's pain, fear, or desire.
- 3. Bunch Short Ones** - If you have several short testimonials (i.e. 1 sentence long), that all describe a particular benefit, then bunch 3-4 together to emphasize a stronger message.
- 4. Long Style Story** – When you have a narrative, 4 or 5 sentences or a couple of paragraphs, a strong narrative can draw people further into your story and the accomplishments you helped people make. If it suits your business or industry, you can elaborate and turn it into a Success Story, or Case Study.

5. **Minimal Editing** – Don't worry about imperfect client testimonials. Resist the urge to make the grammar better, or clean things up too much. Left alone, it will look more real, and personal.
6. **Pair with Flair** – On your website, or other sales collateral, pair a testimonial with the point you are making to add emphasis. Don't just leave all your endorsements on one page. Spread them out and use them as social proof for your various messages.
7. **Quotation Marks** – To make your testimonials really stand out, put your whole testimonial in quotation marks to make it stand out. Many people love to hear what individuals have to say, so this will draw their eye to the changed font. If it is design appropriate: make it a bigger font or different colour, indent on either side, put it in a text box, or highlight it in some other way.
8. **Headlines** – A headline or content snippet from your testimonial will also draw people's attention, especially with text-heavy paragraphs. Grab their attention to entice them to read the full story from your client.
9. **Avoid the Bogus** – I shouldn't have to mention this, but I will, because some people still fake some testimonials, especially in early stages of a business. Just be real. Provide great service, and you will be justly rewarded with honest and earned endorsements.

**Have you fallen into the trap of not getting testimonials?
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 your testimonials are 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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