

IT'S ABOUT THEM.

NOT YOU.

***THE POWER OF TESTIMONIALS.
WHY THEY WORK AND
HOW TO GET THEM***

ANSEL

WHY THEY WORK

There are 3 ways to show you know how to do something or that your product can do what you're saying it does...

1. You tell them
2. Someone else tells them
3. You demonstrate to them

The 3rd is the most impactful, however #2 is incredibly powerful as well.

Testimonials work tremendously well here because they aren't strong sales pitches, they come across in an unbiased voice and establish trust. Similar to a referral, it's a personal account for their experience with your product or service and why they gained your business, why they trust you, why the customer can expect similar results to them...

You're using real people to show success in your product or service.

In the end, your testimonials will be there to build credibility and trust to convert more prospects into customers as long as you use them correctly.

1. BE SELECTIVE

A key to using testimonials is to choose the ones that work best. Instead of direct recommendations of your product ("I think it's great!"), find testimonials that provide product details that explain it satisfies a consumer need or tackles a pain point. Testimonials that provide specific product benefits will induce sales.

2. SHOW FACE

Make your testimonials eye-catching by adding an image next to your customer's statement. Research has shown that adding a picture increases your click-through-rate by a significant amount.

Prospects like to put a face to a name. It helps them feel more secure and confident in what you're claiming. It shows that it's coming from a real person. Adding an image is a simple addition that will increase your trust factor tenfold.

3. SHOW THEM OFF EVERYWHERE

Once you get great testimonials for your website it's important to show them off. Make sure to add them across your website, your emails, your ads, and your social media. Add them to your homepage, contact page, case studies page, or even create a dedicated testimonials page.

After you determine where you're going to add your testimonials, talk with your web designer to determine the best way to add testimonials to your site.

There are a number of possibilities here so determine what works best and incorporate testimonials all over your site.

4. REMEMBER YOUR BUYER PERSONAS

When gathering your testimonials it's important to make sure you're hitting all the pain points of every one of your buyer personas. Many of your prospects are looking to see testimonials that they can relate to; stories that show others like them being successful.

THESE TESTIMONIALS ARE NOT ABOUT YOU OR YOUR BRAND...

Remember this...

These videos are about your customer's journey, their transformation.

THAT is what will build believability with what you offer.

Be sure to feature customers from all the demographics and buyer personas that you're trying to attract. Focusing on just one in your testimonials won't get you the most reach and value as you're able to.

5. NEVER FAKE IT

The most important rule in sharing testimonials is to use real testimonials from real customers. It's not worth the risk to fake anything on your site, especially testimonials.

Testimonials are there to provide credibility and establish trust. If you're faking them how are your prospects supposed to build a healthy relationship with your company? Faking testimonials can put your reputation on the line and even if you do win some business, your customers are likely to go in with unrealistic expectations.

6. GET VIDEO

While for eCommerce a mixture of images, UGC, and written reviews is important...

Nothing can outweigh the impact a quality testimonial that highlights the benefits and growth/transformation of a customer.

Creating video testimonials is almost an essential in this time, since skepticism is at an all time high. Seeing and hearing a customer talk about your product or service resonates more than just reading about it.

Get some of your more personable customers to create a short 30 second to 1 minute video testimonial sharing their experience since using your product. How has their situation/life changed?

Your prospects will be able to really see the appreciation and emotion from your current customers.

Don't worry, we won't leave you hanging here...

Take our message and email template below to line up some calls, and record some testimonials.

Jump onto some zoom calls, record them, and leverage those for your testimonial videos. Push them into ads, emails, social, everywhere...

GET STARTED

Now it's time to start gathering your testimonials. Using the template provided below, reach out to your current customers that you know are happy with your company and ask them to share their success story.

Showcase these powerful feelings and stories about your product or services. You're creating another tool to get prospects to trust your brand and commit to it.

Show the market in undeniable proof.

BONUS: REQUEST TEMPLATE

Find the template below, and anything in **RED** you will want to change.

STEP 1 - Quick testimonial request (via text or brief email, containing no details)

Hey **NAME**

Would you be keen to give **INSERTYOURBRAND** a testimonial?

OR

Hey **NAME**

I was hoping I could grab a quick testimonial from you for **CUSTOMERNAME**.

Sound good?

BONUS: REQUEST TEMPLATE

STEP 2 - Followup Testimonial request (you can modify the template I've made for you below)

Hey **NAME**,

Thanks for doing this.
I really appreciate it.

Please see the questions below:

When you record if you could please use a fullscreen direct to camera video (Quicktime etc) or simply using your phone. Having someone hold the phone horizontally (not vertical) so that you can fit in the frame from the waist up. If you could please also do your best to make sure you are in a well lit and quiet room. This will make it easier for our video guy to edit it :)

In addition to the questions. Any supporting high res screenshot/photos of the below would be absolutely awesome.

Screenshot/Images/Videos of your affected account/life:

- > Last (**6months/12 months**) of your (**PRIMARY IMPROVED STAT**)
- > Since joining (**INSERT YOUR BRAND**)

Or anything else, like a screenshot of..... [**INSERT RELEVANT EXAMPLES**] (eg - time you've gained back in your calendar to spend with your family, quotes of the sweet things you've heard your kids, family, friends or partner has said, etc. (the more the better)

Content that help us show the change in your life - the best aspects of your life now, because of the **INSERTYOURBRAND**. All of these things will make the testimonial a LOT stronger.

CONTINUED:

Testimonial Questions - Send these in the email, and be ready to adjust on your phone call.

- Please introduce yourself (First and Last Name) and the position of the company you work for. i.e. "I'm Ken Masterson and I'm the CEO of ANZ".
- Could you please give us a 1-minute history of your business and what you do?
- How did you get involved with (INSERT YOUR BRAND)?
- Did your initial 30-minute strategy session with (INSERT YOUR BRAND) give you a clear idea of exactly how to (INSERT YOUR BRAND)?
- What problem were you trying to solve when you joined (INSERT YOUR BRAND)?
- What was your main concern that would have prevented you from joining (INSERT YOUR BRAND) sooner? And what put your fears to rest?
- What are three benefits you've experienced as a result of joining (INSERT YOUR BRAND)?
- What made you choose (INSERT YOUR BRAND) over anything else you could have done?
- How has this system changed the way you do (daily life/business/nights out/area of impact)? i.e. Did you previously worry about where your next customer was going to come from, were you only getting 1 or 2 unqualified leads daily/weekly?
- How has your personal life changed since joining (INSERT YOUR BRAND) and using this system? For example - are you less stressed?
- What surprised you the most or made you the happiest about working with (INSERT YOUR BRAND)?
- If you had to put an ROI figure on what (INSERT YOUR BRAND OR PRODUCT) has generated, or the big thing it's changed or improved in your life, what would this be? (Think (biggest benefit) (biggest tangible results that can be tracked) and how much (improved experience in these areas) they will bring in over the years to come etc.)
- How much has your (life, business, etc) been impacted after joining . ? Any and all metrics. (Leads, staff members, revenue etc.)
- If you were to recommend (INSERT YOUR BRAND) to your best friend, what would you say?
- If someone was unsure about joining to (INSERT YOUR BRAND), what would you tell them?
- Is there anything you'd like to add?

My team will be editing to be like these:

[Example 1](#)

[Example 2](#)

[Example 3](#)

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