

Testimonials

The big question in prospects minds is “This sounds good, but will it work for me?” Testimonials lend credibility to your services or offerings.

Like case studies, testimonials are a good way of making your case based on people’s actual experience of your products or services. To be effective, they need to relate to your target audience and tell specific outcomes the person had as a result of working with you. Just generically saying “Judy is a great person,” doesn’t tell the reader why. Vague referrals are worst than none at all.

Crafting Testimonials: Testimonials work well with a before and after approach:

“Before I worked with Jane, _____. Afterward I _____.”

Here’s an example testimonial from out *Getting Thru to Your Emotions with EFT* book.

“I have had a fear of flying for about twenty years. One time the fear was so intense I got off the plane right before the stewardess shut the door. When I took Phillip and Jane’s EFT Class, they helped me to prepare for a trip the following month. I again started doing the techniques about a week before my flight. I tapped before the trip and several times when I felt the need during the flight. Returning home, I didn’t need to tap at all, but did it before the flight just for the heck of it. I was actually very relaxed. I put all my faith in this, but still I was so surprised when it worked. What a relief!”

Ways to Enhance Testimonials:

- **Add a picture/ audio/ or video** of the person giving the testimonial
- **Provide an emotional, passionate element**, without going over the top.
- **Use the person’s name**, occupation and website with the testimonial for credibility

Ways to obtain testimonials:

- Ask people to send you their comments
- Prepare comments based on what you think they’d say and run it by them for approval and editing. This is commonly done when soliciting book testimonials from successful authors.
- Interview people you’ve helped and elicit a testimonial from them. You can read the final version back to them and get their approval.