



Testimonials

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Testimonials are Gold

- Testimonials are the most effective way to build trust with your audience.
- Include links so readers can track back the source of the endorsement.
- Testimonials with photos are more effective than those without.
- Audio or video testimonials are the most effective of all.

Notes

Strategies to Accumulate Testimonials

- Include a testimonial form in any presentation handout you provide.
- Offer something of value in exchange for the testimonial.
- Bring a video camera to any events you hold and record testimonials.
- Ask people to post their testimonials on the actual page (if it's in blog format).

Notes

Where do you put them?

- Always include a testimonial on your homepage with a link to read more.
- Include them in the Motivating Sales Sequence on sales-oriented webpages.
- Include them in all other marketing collateral as well (emails, fliers, etc.).

Notes

Long Copy versus Short Copy

- Events with 400+ words achieve 30% more attendance than those with less.
- Long copy consistently tests higher. When in doubt, add more content.
- Stories sell! Testimonials are great stories. People identify with stories.

Notes