

ATTRACT CLIENTS ONLINE

BONUS HOW TO COLLECT USEFUL TESTIMONIALS

Testimonials can be a powerful tool in building trust with prospective clients. In marketing lingo it is called “social proof”. The problem is that not all testimonials are useful. Ideally testimonials should speak directly to the work we do and also answer some of the objections a possible customer may have. I have found it is not enough to request a testimonial, but instead I need to give a little instruction.

The process for getting a testimonial is straightforward:

- 1) request a testimonial
- 2) edit the testimonial
- 3) request approval of the edited testimonial from its author
- 4) send a thank you note

I will walk you through each of the steps.

REQUEST THE TESTIMONIAL

Dear [insert name],

I wanted to drop you a note to thank you for giving me the opportunity to serve you. [insert details of personal interaction]

I always include personal details so that it feels less like a form letter. If appropriate, it's also a great opportunity to provide affirmation and congratulate your client on their progress.

As you know, we are living in world in which we are constantly bombarded by information and it can be hard for a business owner like me to be heard by possible clients. One very effective way to be heard is through the use of testimonials from past clients.

When a potential client reads something I have written about my services they will rightfully be a little skeptical because it is coming from me. When they have the chance to hear from a past client who has had success they will be more open to the possibility that this is something that will help them too. Based on our experience working together, I was hoping that you would be willing to take a few moments to write me a testimonial.

I believe this is a key part of the request. Our clients want us to be successful. By explaining why a testimonial is important to our success they will be more willing to take the time to write one.

As a side benefit a number of clients have told me in a note along with their testimonial that they will also refer their friends to me. I can't say for certain this is the case, but I would guess that in pointing out how they are valuable to my growth, some of them are willing to take ownership of that by referring others.

Your testimonial doesn't have to be complicated or long, as you will see below in a few examples of testimonials I've received in the past. The information that possible clients find most helpful are the types of problems you struggled with before our work together, the results you received, and what it is like to work with me.

THERE ARE TWO KEY POINTS HERE

First, I find it beneficial to let them know it doesn't have to be a big deal. I have had clients comment on the fact that they were surprised at how much they had written. By giving them permission for it to be short it will end up being the length it needs to be.

Second, you can see that I am starting to give them guidance on the types of information that would be helpful. They are not thinking in terms of marketing language or concepts. This instruction guides them in that direction.

I know some people aren't super comfortable writing something that might be published. If you would like (and with your permission) I will edit the testimonial after you send it to me to ensure it reads well.

By letting them know that I am willing to edit their testimonial I remove the pressure of having to write something that is "good" and also getting their permission to edit it so that it reads well and says what is most useful.

I have had a number of past clients who are willing to give testimonials, but don't want their real name attached to it. Please let me know how you would like to be listed. Using my name as an example it could be listed as Pamela Bruner, Pamela B., or PB

Again, this is another way of taking the pressure off. Testimonials provide more social proof when they have full names attached to them, but some people aren't comfortable having their name published for all to see. I would rather have a great anonymous testimonial than no testimonial at all.

Also, if you would like me to include your photo or web address as part of the testimonial, I would happily do that.

Some people, particularly coaches and those offering services online, see the value of having their contact information on other people's websites. When asking for testimonials one of my friends points out that they may also lead to new business for the giver of the testimonial. I don't go that far, but you can point that out if you wish.

Please let me know if you have any questions. Like I said above, you would be doing me a great service if you did decide to write a testimonial but I completely understand if you don't feel comfortable doing so.

Once again I am reinforcing the value of them taking the time write this for me.

You can simply reply to this note with your testimonial.
Thanks again,
Pamela

EXAMPLE TESTIMONIALS

"I feel like I know myself better since I did the tapping session with Pamela. The session went in a direction I could have never imagined, it was very intuitive and taught me how to trust & follow my intuition more. I look forward to having my next tapping session with Pamela. Thank you!"

- J. K.

"I had a very helpful EFT phone session with Pamela. She was very intuitive, reassuring, helpful and brought her wisdom to our time together. I was able to release a lot of negative emotions and experience some new calm in those areas. When my mind revisits the areas we addressed, I have new thoughts, attitudes and feelings. I am very appreciative. I am also really grateful for her website and all of the valuable resources there. I have been sending a lot of friends there to check it out!"

- Amanda

"I was amazed at how easy Pamela was to work with, and just how much she really listened to what I was wanting to achieve. Pamela intuitively knew the questions that I needed to be asked and I had cleared out an issue that has been bothering me for some time - in no time at all! I woke up the next day feeling amazing - and felt the path forward for me was very clear. Pamela really 'gets' what the people she works with are about. A skill that really can't be taught. I would highly recommend working with Pamela, and her gentle, funny and caring ability to travel the journey with you for a brief period of time and help you to help yourself onto the right track for where you want to be! Thank you Pamela, I can't wait to work with you again!"

- Anna, Melbourne, Australia.

EDIT THE TESTIMONIAL

As we mentioned in the letter that we sent them, we have asked for permission to edit the testimonial. I have never had a client not allow me to edit their testimonial. Most of them say “please edit the testimonial to fit your needs” because they are not super confident in their own writing and they honestly and truly want to be helpful.

When we edit a testimonial we have a couple of aims in mind. First, we are tidying up the grammar and spelling. More than likely, even though they have given us some of their time to write the testimonial, they will not spend as much time on it as they would for something they would publish themselves. Second, we can streamline what they have written to focus it around the ideas highlighted in the examples above. We are looking to include them talking about their problems, any hesitations or worries they had about it working out, specific examples of the outcome, how much they value the work, and anything they have said specifically about us personally and how we work.

REQUEST APPROVAL OF THE EDITED TESTIMONIAL FROM ITS AUTHOR

Once you have edited the testimonial send it back to the writer for their approval. Typically when I do this I send it in a brand new email (not replying to the past email). I don't include the old testimonial I simply say, “I have changed your testimonial a little for clarity and so it can fit the space I am going to be using it in. Please let me know if this works for you.” and then include the new version. Again, I have never had anyone turn down my edits.

SEND A THANK YOU EMAIL

After you hear back from your client remember to send them a simple thank you note, again expressing how important it is for your business that they have taken the time to share their positive experience with your services. If you intend to use the testimonial right away, such as by adding it to your website, then send them a link so that they can see it. Some clients get a kick out of seeing their words (and picture) on someone else's website.

CREATE A SYSTEM FOR COLLECTING TESTIMONIALS

The best testimonials will be the ones you gather shortly after the time you provided the services because your clients' experience with you is still fresh in their minds. I recommend you add a to-do to your calendar once a month asking for a testimonial from all the clients who have completed working with you.