

A 3-STEP GUIDE TO...

WRITE YOUR CUSTOMER TESTIMONIALS



Develop testimonials to build trust for your web pages & other marketing materials. So more readers will say 'yes' more often to your products & services.



EARN TRUST



SHOW PROOF



SELL MORE

Why testimonials?

They **earn the trust** of your potential new buyers by **serving as proof** of past performance. Just **like a referral**. And, they can **explain the benefit** of your products & services. Or of **your process**. They show **what others got** from what you did. So they **can expect the same**. And be **more likely to hire** you.



Why write them yourself?

Customers **aren't copywriters**. Yet testimonials are copy. They're **part of your message**. There's nothing wrong with writing (or customizing) them yourself. So long as **they are truthful**—duh. Don't be shy to ask for their approval. Plus, you're **saving them time** & effort. For most people, writing a testimonial **hurts their brains**. So it's a nice thing, **right?**



Jump right in

(1) **Follow** the instructions. (2) **Watch** the short videos. (3) **Download** your simple worksheet. (4) **Wow new buyers** with persuasive words from previous customers.



WATCH INTRO



DOWNLOAD WORKSHEET



When working with customers—listen, capture & use their words for their testimonials



Step 1: Write your testimonial

You want short, pithy, **persuasive testimonials**. Not long-winded, **rambling blah-blah-blah**. So, **write them yourself**.

*Some **types & examples** below...*



Overcome objection

Convert a common objection into a positive

"I worried this course was going to be a waste of time. I was wrong. I made more progress in 6 hours than I've made in 10 years."



Solve a problem

Express a specific problem you helped a customer overcome

"I'm on my feet all day at work, so by 5:00 p.m. my lower back is usually aching. I wore Sole Food shoes for the first time, and by 5:00 p.m. I felt like I could do another shift without blinking. Haven't felt this good in 10 years."



Add value

Show how you delivered (even) more value than the price you charged

"I was skeptical at first because of the price. But I can't tell you how glad I am after using GrassLands lawn services."



Need more ideas?

Here're more ways to think about writing (or asking) for a testimonial...

- **What problem** did they experience before working with you?
- **What did you do** to resolve those pains?
- **What did success** (and life) look like after working with you?



READY. SET. WRITE.

Your turn. Remember, this is not a novel (*like too many testimonials*). This is about writing a useful blurb **buyers will read, not ignore**. Use one of **the methods above** to write your testimonials. **Writing a new web page?** Write 3 testimonials. Then place them on your **home or other web page**, [like I did here](#). • [Use your worksheet](#)



The brain is wired for problem → solution → success. Keep this close to your writing psyche.



Step 2: Ask for approval

Testimonial approach **selected**. Testimonial(s) **written**. Good work, you! Now it's time to seal the deal and **ask for what you want** (and need) for your business. **Here's how**. Send something like this to your **past or current client** (*edit for your tastes & needs*)...



Hey Dakota,

May I ask you for a testimonial based on our work together?

I can even write it for you, to save you brain cells. In fact, I already did!

Does the testimonial below resonate with you based on our work together?

“I was skeptical at first because of the price. But I can’t tell you how glad I am after using GrassLands lawn services.”

Your options:

- Accept as is
- Make any edits you see fit
- Write it yourself
- Tell me to start over
- Just ignore me (gulp)

If you like what you see, please copy & paste it [here on LinkedIn](#). ★

Thanks a bunch, Dakota.

River

★ **Replace link above with your personal url for LinkedIn:**
<https://www.linkedin.com/in/your-profile-name-here/details/recommendations>

Notice a few things

You made it **easy, simple & quick** for them. All of **90 seconds** if they like it as is. And **comfortable** too, with options for accepting, changing or **even ignoring**. People appreciate when you do the heavy lifting—**so they don’t have to**. Including pasting **into your LinkedIn recommendations**—in seconds.

Step 3: Use your testimonial



Don't be shy... to spell out why... your prospects should buy.

You've done great work for them. They gave you \$\$\$, you gave them value. And now... **a few words of praise & gratitude**, too. So use them to your advantage. Because it's also an advantage for your future buyers. **They deserve you.** So show them why in **several places**.



[WATCH VIDEO](#)

Use in all thy marketing...

WEBSITE

Use your testimonials on **your home page** or on any other key pages. [Three of them in a banner](#) is one way. A [dedicated page](#) works well too. Show visitors **How. You've. Delivered.**

LINKEDIN

Use LinkedIn to **store all your testimonials**. Why? 1) People go to LinkedIn to *check you out*. 2) Everything in one place makes it **easy to sprinkle them** among your other marketing materials.

EMAIL

Running **an email campaign**? Or just sending **a one-off** to a hot prospect? Copy & paste **a relevant testimonial** (or 3) to strengthen your message. This ain't bragging. It's clarifying **what others got** from what you do.

PROPOSALS

For my proposals I add a single testimonial **in the last section** before my final call-to-action. I **write it in a few minutes** under a heading, '*What you'll achieve when we work together.*' It's my way of establishing **their future success**.

CASE STUDIES

Case study + Testimonial = A Reese's Peanut Butter cup for your readers' eyes (or something like that). When writing **case studies** for my clients, I **always end with a testimonial** for one of their clients. [Like this one for Lickability](#) (scroll to near end of page). Yum.

MORE...

Social media posts • Blog posts • Videos • Press releases • Interviews

Go forth to write, ask & share

BONUS!

How did it go? Wondering if you nailed it? Feeling 'meh' about it? Either way. Send me your testimonials. I'll review & suggest any needed changes. Or send it to me **just to show off.** Love to see how you'll earn the trust of your buyers. Yes, really. **Don't be shy.**



Todd Clarke

Todd's got a pen. And he know's how to use it. Oh my.



**BE THE BRAND YOU
ALWAYS WANTED.**

But were afraid to let out.

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Most leaders struggle when talking about their businesses. I take them through a process to clarify their message. Then write words that inspire readers to click their buy, try & call buttons.



toddsготapen
stop rambling. start persuading.