

**WEEK 12**

VIDEO MODULE 1 – TESTIMONIALS

WORKSHEET

Summary:

In this bootcamp, we’ve spoken about “social proof” a number of times.

The main purpose for this is to build up your credibility, and give your prospects added confidence in your ability to deliver on your promises.

It’s really a crucial element to have in your marketing mix, because people are inherently afraid of making poor buying decisions.

Testimonials and other social proof helps build their confidence in you and builds their trust that you will be able to help them solve their problem, because they can see that you’ve done this for others, too.

How would you use a testimonial?

* On your website, either on a separate page and/or scattered throughout the entire site
* In your sales letter
* In your social media content
* In case studies

A testimonial doesn’t have to be an essay at all, in fact, short and sweet is usually best for readership!

Here are a few ways in which you can generate testimonials/social proof:

1. Ask existing and previous clients (especially the ones you have a great relationship with) if they could help you out by writing a testimonial for you.

If they need a couple of thought-starters, you could suggest keeping it simple with the following:

* What was the problem you were facing?
* What were you happy with as a result of buying/working with us?

 If they really get stuck, you could write a quick example for them, and send it to them. They

 could very well come back saying “I couldn’t have written it better myself, just use that!” – so

 keep this in mind when you’re writing it. 😉

1. If you’ve had people take you up on your “irresistible offer” – make it a systematic process to ask for a testimonial. Send them a follow-up email, saying something along the lines of:

“I hope you enjoyed your free XYZ. If you feel you received value out of it, it would be amazing if you could help me out with a short review on my Facebook page (click here).”

Make it as easy as possible for them!

1. Keep an eye out for positive comments in emails you receive and comments on social media. You can take screenshots of these and ask the person if they’d mind you using this, and offer to black out their name if they’d prefer to remain anonymous.

Action Items:

1. Make a list of people you could approach for a testimonial/review.
2. Get in touch with them and ask!
3. If you’ve enjoyed this bootcamp and found it valuable so far… I’d be really grateful for a short testimonial from you on my [Facebook page](http://www.facebook.com/fortissimomarketing) or via email. :)