



Sharon Livingston, Ph.D.

CHEAT SHEET: How to Get **Testimonials That Sell**

FREE Full Length Audio Interview:

<http://www.payperclicksearchmarketing.com/mp3-testimonials-that-sell/>

TRANSCRIPT of the Interview Available Here:

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Sharon's Testimonials Done For You Service:

www.TestimonialsThatSell.com

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Ø **Testimonials Sell! But only when they're done right.**

ü **We distinguish three different grades of testimonials:**

§ **"C" Level Testimonials:** A *"good enough"* testimonial makes you feel good about the product and/or trust the vendor, but it doesn't support specific claims with specific results. Here's an example Glenn uses on many of his materials:

- "What I like most about Glenn is I get a sense of his integrity and his no hype approach to business building and coaching. I think he is absolutely a winning choice for anybody who wants serious and sustained growth from their online business" - Ramone Dees, Atlanta Georgia

§ **"B" Level Testimonials:** A *"testimonial that sells"* carries the same feel good, trust conveying message as a C-grade testimonial, but *additionally reports specific results relevant to the specific claims relevant to your unique selling proposition.* Here's an example Glenn uses on his conversion oriented sites:

- "I spent 15 minutes letting Glenn look at my site and took a few of his simple suggestions he gave me. Three days later my conversion rate was up 44% AND my back end profits were up by 31%! He even bumped my email open and click-through rates. Those 15 minutes took my business from losing money right into the black... and I've been at this market for years already. My only regret is waiting so long to work with him. I highly recommend that you work with Glenn!" - David Oliver, Hackettstown, New Jersey
- **DISCLAIMER:** Glenn uses the following language along with money making testimonials on his sites for legal reasons. Please note that this is *not* legal advice about how to do your own disclaimers because neither of us is an attorney. But the copy he uses to make the disclaimer without killing the sale is instructive: *"It would be unreasonable to assume you'll get the same explosive growth as the clients on this page because of their unique situations, resources, and backgrounds. Then again, it can and does happen! And at this price, wouldn't you be risking more by not purchasing? Hear me out please before you make up your mind, because it could very literally change your life. I know that's a big statement and I don't make it lightly..."*

§ "A" Level Testimonials: An "A" level testimonial which "*sells on steroids*" starts with specific, relevant results that support the specific claims in your USP. But it goes several step further by capturing the testimonial as part of a strategically constructed CONVERSATIONAL INTERVIEW to increase authenticity and provide the prospect the opportunity to talk about every last benefit they obtained in emotionally compelling and contagious language.

- For an example, please listen to the audio approximately ½ way down the salesletter at www.TestimonialsThatSell.com
- Note that one key difference between the audio and written version of the exact same results is this: the prospect doesn't have to *work* to "take in" the way you changed the testimonial giver's life. Instead, when it's done right they get to FEEL the results for themselves, because emotions are contagious!

Ø Often "B" level testimonials can be turned into "A" level testimonials by doing a follow up audio interview on the very same results. That's what we did in the audio example above. (*You can do it with C level testimonials too, but it's more work*)

Ø The conversational interview must be strategically conducted. Although doing it in ANY form is better than not doing it at all, if you just "call up your customer" and ask them to verbalize the results, it's likely to come off as if they're just reading. (*You'll risk losing their emotional enthusiasm, and they're unlikely to expand upon the benefits*)

ü Instead, the goal is to allow the customer to transfer the positive feelings they got from your products or services onto the interviewer first! (*For this reason, you shouldn't do your own testimonial interviews with customers, you need to partner with someone to do them for you... trading with a friend is fine, or of course Sharon has the done for you service*)

§ This is accomplished by having a "pre-call" with the customer during which you:

- Tell them you'd like to record a little follow up interview about their results
- Re-assure them you'll be "working with a net"
- Make an appointment to record the actual interview. Generally we ask them to leave 10 or 15 minutes... though some people wind up talking for up to an hour. (*You grab sound bites rather than using the whole testimonial... though sometimes a full length interview IS appropriate, when a higher-risk decision must be made by the prospect... as is the case in high end products, etc*)
- And most importantly, establish a personal connection. Find something you have in common. Something you can joke around a little about. Something which creates a positive connection with you. It CAN just be helping them bitch about their frustrations of the day... ANYTHING which will serve as an "emotional anchor" later on when you do the call. You'll want to be able to *subtly* remind them they felt good in their last reaction with you (*the interviewer, not the vendor*). This is critical.

Before conducting the actual testimonial interview, make sure the interviewer is thoroughly familiar with the unique selling proposition AND the primary objections most prospects have before buying!

ü **When you do the testimonial itself, do NOT begin by talking about the product or service and results obtained.** (*Which is what the written testimonial will have been about*). Instead, ask a follow up question or two about the emotional anchor. Help them to remember—without stating it directly—their positive connection to you (*the*

interviewer). Of course, this part of the interview will be edited out, but the FEELINGS it creates will carry the momentum through the rest of the actual testimonial.

- ü Once you feel they ARE emotionally anchored, ask them some introductory questions to help them recall their experience with the product or service. What was happening in their life and/or business at the time they found it? How did they get introduced to the product or service? What apprehensions did they have about purchasing? (*This is important... their apprehensions represent objections that other prospects will identify with so you want to get them verbalized*)
- ü As they begin discussing these things, be sure to gently probe for more (e.g. "was anything else relevant happening at the time?") and clarify each thing they bring up (e.g. "can you say a little more about that? What do you mean?")
- ü A skillful interviewer might also phrase a question as a metaphor, and ask if the customer agrees. For example, towards the end of the testimonial interview example above (www.testimonialsthat sell.com about ½ way down the page), you can hear Sharon insert a metaphor about hair loss and how most men wait until it's too late. She then asked David Oliver if that's what he meant about waiting too long to ask Glenn to help with his site conversion.
- ü The other thing to watch for in the interview are expressions of negativity.

This is NOT market research, even though you'll likely gain important insights into your market by doing a series of these interviews. So you're NOT trying to uncover every problem with your product/service and/or business. Instead, you're trying to get the customer "on a roll" to express their love for the product, transferred through the interviewer, into the testimonial.

- ü If the customer starts to go off on a negative tangent, let them have a brief expression, then redirect them.



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