



Sharon Livingston, Ph.D.

How to Get **Testimonials That Sell**

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- Glenn:** So, does anybody want to testify? Does anybody want to testify?
- Sharon:** What your love has done for me.
- Glenn:** Can I get an Amen, sister?
- Sharon:** Amen.
- Glenn:** We're going to talk about testimonials.
- Sharon:** We're talking about testimonials today and I've recently been doing some for you.
- Glenn:** You've been doing a lot for me. Not that you're making them up for me but you've been talking to my customers.
- Sharon:** I've been talking to your customers but what's really fascinating is that in calling these people and asking them just to talk about their experience with you and your products and stuff, they're saying all these fantastic things about you - that just make me fall in love with you all over again. They're

convincing me and I'm your wife and I've known you for years and years and years. They bring me back to falling in love with you.

Glenn: Social proof is really powerful. It's like deeply engrained in the human soul. What we're doing is calling our best customers out of the woodwork and looking for the people that had gotten the best results.

Sharon: They're delighted to tell their stories to a person who's listening.

Glenn: My purpose in doing this interview today was not to talk about how wonderful I am although that's always a-okay with me.

Sharon: It was really wonderful to hear.

Glenn: The point in doing this interview was to talk about what makes for a testimonial that sells versus a testimonial that doesn't or a testimonial that's just kind of like a feel-good testimonial.

Sharon: I think we should point out that there are a few different versions in terms of form. There's the one where like LinkedIn recommends this person and you get people to write about you. Those are good but even with those if you look at them, some are much better than others. Then, there are video testimonials that you get on the spot. I know we've done that too. But honestly, I think that they put people on the spot. Most people don't like being videoed. I think that they're questionable a little bit.

Glenn: Well, it's a lot harder to edit a video testimonial. I think what you're saying is that part of the reason that it's difficult to get good testimonials is that when you ask a customer, "Hey can I point a video camera and put you on my website in front of hundreds of thousands of people?"

Sharon: They freak out. They totally freak out.

Glenn: It's just like public speaking, right?

Sharon: At least. They haven't had a chance to go get their hair done or put their makeup on or freshen their tie or look the way they want to look. They want to help you. They really want to help you but they have to swallow a lot of their pride to do it because unless you are absolutely gorgeous and know that you look fantastic in the camera, 99% of people do not like being on camera.

Glenn: More than that, customers aren't copywriters. Most businesses probably have at least a few dozen very happy customers. If you've been in business

for a while it's because you are providing a real value. There's something stellar about your product or service. You probably do have quite a number of very happy customers who would be happy to give back to you if you could make it possible for them to do it in a palatable, easy way that didn't require a lot of work. It didn't engender all these public speaking fears.

Sharon: That doesn't put them on the spot to be creative copywriters, to sound really smart.

Glenn: Right. The thing about audio is that you can let people know that they're working within that. They have the same thing with written testimonials but the nice thing about audio is that they can be working within that. You can tell them, "Hey listen, if you say something that you're embarrassed about or if you say something that's not terribly true, you want me to take it out, don't worry. You can just let me know as soon as we're done recording and I'll take care of them for you." It's not like you can't do that with video. It's possible but it's much more noticeable when things are edited in a video than they are in audio.

Sharon: Right. In audio, a really good interviewer can put the person at ease, much harder on a video. It takes a lot longer and you know I learned how to do that having done so many focus groups with one on ones in front of the camera. The people know that they're on camera but it takes a while to get them there. You have to warm them up.

Glenn: You have to have an ear for the language that sells. If all that was required was getting people comfortable on camera or comfortable in front of a microphone, then any psychologist or psychotherapist could do your testimonial interviews for you and they would have a very comfortable, motivating testimonial. But it's more than being comfortable and the rapport with someone and being able to read their psychology and quell their anxiety and give them the confidence to say what they need to say and tell their story. It's that you need to know what language is going to sell against the specific unique selling proposition and major claims and objections that the consumer is likely to have in the sales argument you're trying to construct.

Sharon: It's not enough to say, "Oh well, working with that person is great. They're really terrific. I really like them and they're great."

Glenn: That's certainly not enough. We can call those ra-ra testimonials.

Sharon: You see a ton of them on LinkedIn.

Glenn: I guess what I'm saying is that before you go out to try and develop testimonials, I think it's really important to have a strategy, to step back and say specifically who is my target, what is the desperate problem that they are trying to solve that I'm trying to solve for them, how am I promising them that I solve that desperate problem better than anybody else in the world. I think that the task of selling, particularly on a website when you don't have the personal relationships right there, I think that you really do need to highlight that you solved a very specific problem better than anybody else in the world.

Sharon: They have to show the results in their testimonial.

Glenn: They need to show the results. Specific results that support the specific claims.

Sharon: As you're interviewing them, you need to sometimes invite them to go there because they don't realize that they need to go there. That's what you were saying about, you had to be listening with a schooled ear.

Glenn: You have to be listening with a strategic ear and an experienced ear for the types of statements that are likely to sell in your market.

Sharon: That are proof. Of course. That's very important what you just said because testimonials are only as good as they're authentic. You've said this before in some of the other conversations you and I have had recently. When you've really figured out the desperate problem and you figured out your unique way of solving that problem, then people are very suspicious and so the proof has to be overwhelming proof. To be overwhelming proof, it must be authentic. People who are looking at testimonials and listening to them, they're hypervigilant about it.

Glenn: Because if you're making a very specific promise that seems almost too good to be true because you're promising to solve a real desperate problem in the person's life, a very specific problem that nobody else can solve. That's the essence of marketing, is when you get it right you're solving a problem that nobody else can solve, the person really wants to believe you but they also say, "Ah, BS."

Sharon: "Ah, I don't know."

Glenn: The better you nail their problem and the better promise that you make, the more suspicious they are. That's why I run into all these businesses that say, "I don't understand. I have a genuinely valuable product or service. It really does solve this problem. I don't understand, why is it not just taking

off? Why am I not getting sales up the wazoo? Why is it so hard to sell it online?" The reason is they don't have the proof.

Sharon: When I'm doing focus groups -- I'm sorry. Did I interrupt you?

Glenn: No.

Sharon: When I'm doing focus groups, when there's a new product that comes out and we're testing copy what I will say and I know there's many ways of testing copy. I'm talking about the way I do for the large brands. I'll explain to the people in the group or the one on one that I'm doing that there are different aspects of product development. First thing is to go out and find out what that desperate problem is, what's missing. There are all these things out there, what's missing that you don't have? What are you wishing was really there?

Glenn: Where's the gap in the market?

Sharon: We identify that and then the product developers, the scientists, the research people will go out and develop something. It might take months, it might take year, it might take lots of years. They finally come up with the coolest thing since sliced bread and then they bring out to people and I tell them, "You know, there are different ways of talking about this and this is such an important piece of it because if you don't say it in the right way, the best thing in the world that could really solve your problem could be sitting on the back shelf collecting dust because it was never described to you in the right language." I was just saying that to a group last week.

Glenn: It's like the prettiest girl at the prom that's hiding in the wrong dress.

Sharon: Right, or she's really gorgeous but she needs to let her hair down, take off her glasses and put on a --

Glenn: It's like superman in his Clark Kent outfit.

Sharon: Yeah, I never bought that. Superman looks pretty good both ways.

Glenn: How the hell could people not tell when he just put on his glasses? I didn't get that.

Sharon: I know. That was silly.

Glenn: That was crazy. Everybody knows that what makes for a good testimonial is something that supports the USP you're trying to get across with specific results.

Sharon: The thing that makes you different.

Glenn: Ideally, it's not only described in authentic language with emotional tone to match but it's described in enthusiastic, evangelistic language.

Sharon: You hear that. I'm telling you Glenn, listening to these people talk about you for the last couple of weeks.

Glenn: Oh, stop.

Sharon: They're evangelistic. They think you are the best thing in the whole world. Now, fortunately I do too but it's amazing to hear that.

Glenn: Again, I'm not trying to sell myself here.

Sharon: I'm sorry.

Glenn: But thank you. I think the point is that when a testimonial is done right, it eliminates the need for the prospect to think because they feel the results, they feel the change that you've affected in your prospect or customer's life and they want that. That's what I mean by the evangelistic element of the testimonial.

Sharon: What I thought you were going to say is that it's very specific so that they might be -- as part of it, they might be going, "Oh, you know, Glenn's the best thing since sliced bread but why?" And they can be very specific about what it was that you did, how it helped them, what changed as a result.

Glenn: Right. I mean, obviously we have the most testimonials with the permission to use for my products and services so it's easiest for us to illustrate with those type of testimonials to highlight the difference. I just want to be sure people are 100% on board with the difference between a feel-good testimonial, a testimonial that sells and then I want to talk about audio testimonials that sell on steroids because they let you really feel the prospect.

Obviously, I'm reading these to you in an audio and that requires less work than making you read them yourself. But I hope the point is not lost on you that listening in some ways is more effective than reading. So, let's talk about a feel-good testimonial versus a testimonial that sells. Here's a

typical example of a feel-good testimonial. By the way, there's nothing wrong with feel-good testimonials because we don't want prospects to feel bad about us so you can have a bunch of them on your sales argument but they're nowhere near as motivating as the testimonials that sell.

So, here's a feel-good testimonial. "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's absolutely a winning choice for anybody who wants serious and sustained growth for their online business." That's from Ramon Diez in Atlanta, Georgia. As opposed to a testimonial that sells, this is from John Fox. "In the 30 days after my new offer in landing page launched, I blew away my previous best month by a little over 325%, \$3,500 versus \$11,500. Next month, I should be near \$20,000. Thanks again, Glenn."

Sharon: That's really convincing.

Glenn: Yeah, that's from John Fox. What I'd like to do now is talk about a testimonial that sells in written form so it's definitely an excellent testimonial but I want to show you how much better the audio version is. Let's go for David Oliver's testimonial. What's interesting is once I saw this testimonial I saw it was a testimonial that sells. It's a very good testimonial with specific results for specific claims but we went back and had Sharon interview him. I want you to hear just how much more effective the audio testimonial is. So, Sharon would you mind reading the written testimonial and then I'll insert the audio testimonial.

Sharon: So, here's what David wrote, "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 backend profits were up 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.

Glenn: So obviously that's a testimonial that sells.

Sharon: Yeah. It's a good one.

Glenn: But let's insert the full interview that you did with him, the 12-minute testimonial. Before I do that let me just say that audio testimonial could range from five seconds to --

Sharon: Half an hour.

Glenn: Yeah. Once you get up towards half an hour it's more like a full case study. But different selling situations require different lengths of testimonials. For example, this is something I might put on my coaching page when someone's thinking about paying me \$1,000 a month. I know they're going to be reading, listening and considering for a while. I wouldn't necessarily put in on an impulse purchase page. I would probably edit it down to a few minutes or I might put it at the very end when they're about to make their decision if I think that it'll overcome specific issues that they are looking at.

Sharon: I think this one is worth people listening to because it just shows you how that enthusiasm comes through and how convincing it is. It made we want to hire you and I live with you.

Glenn: I work for free. Here's the testimonial.

Sharon: So, I'm talking to David Oliver. Tell me a little bit -- we're talking about your involvement with Glenn and how he's helped you. I was kind of curious how you got involved with him and what Glenn was offering that made you interested in working with him?

David: Basically, I was introduced to him through a friend of mine and then I actually heard that he was very good at improving sites, conversion, really helping you. Not just about the conversion rate but also helping you hit the goals that you need to make the business work. Because sometimes it's not necessarily just the conversion rate. What happened is we had been working on a Bi polar business that we've had that for over five years. In the last I would say 15 months, 17 months, things really changed. The products that we were marketing which is no longer in the market. We were transitioning over to a new product and just having a hard time like with all these forces working together. We had higher pay-per-click cost and seemingly lower conversion rates. The numbers weren't working. We could spend \$1,000 and make \$400 which obviously is not a good business model. So, we were able to get it up after a long time up to almost breakeven. Even that's not good enough.

Sharon: Right. You're in business to make money.

David: Exactly. That's the thing. Even though with this whole business, it's really done for the good of humanity, it still -- in order to support the whole business, you ultimately got to have people to get paid. So, I tried a lot of things. I had hired other experts. They worked on it. They gave me some ideas and I kind of held off on going to Glenn. I don't really know why. I just wanted to get it further and then I'll turn it over to him and then he could really help me. It really is convoluted logic. I had no good answer as to why

a long time ago I did not just go to Glenn. I don't have an answer. I just kind of felt like I wanted to wait until I got it better.

Sharon: I had this imagination and you can tell me if I'm wrong. But I had this imagination that when you were getting help from other people that they were probably dealing with your frequently asked questions but that they weren't really helping you with your unique problem that you couldn't get answers to. I'm wondering if that makes sense.

David: That's exactly what happened. I'll tell you what I did. I went to Glenn and literally within 15 minutes he said, "I think this is what the problem is." It was very simple. One thing I will tell you is I knew the solution was simple. I knew it wasn't going to be like, I'm going to have to reinvent the universe, split the atom, spend \$1.5 million to get it going. I knew it was simple. It eluded me. He gave me something and I was like, this makes sense. I thought of this and what he told me, another friend of mine who does well had mentioned a little bit of what Glenn told me a while ago but not in a way that was really clear, made a lot of sense and it wasn't complete.

Glenn, he told me, he explained. He said what to do. It's a fairly easy fix and I basically ran a test and it was amazing. The results were amazing. I don't like to focus too much on conversion rate but the conversion rate bumped up 44%. More importantly, when I look at all the numbers they were up 31%. So the profits were up 31% and when I factored in my banner and email test, the banner, click-through rates were up, the email open rates were almost 20% increased, the click-through rates on emails, they were almost 20%. To put in perspective, we were able to get more clicks for less cost and a higher conversion rate with the same priced product which means a lot more profit. Now, I can clearly see the path he helped to put me on a right road, on where to go.

I mean we were kind of like I'm up in Jersey. If I wanted to go to Florida, I mean we were deciding should we take Route 80, 95 North, 95 South. Glenn got us on 95 South, the right road, heading the right direction and we're going to simply be able to really turn up the volume and get this thing really moving. This really turned everything around because we've been for doing this for a year and a half and we've been in limbo. We have a business, it's making some money but AdSense, it losing money so we're only making money off old customers. We're not making money on new customers. Now, we're able to bounce back and get new customers and actually make it profitable so it's great.

Sharon: Very exciting. I'm curious, if there were some adjectives you would use to describe the kind of results or you would use to describe Glenn as someone who helps you. What words might they be?

David: I mean the first thing I think of is conservative, quick, fast because what I noticed is other people I've worked with sometimes they want to redo everything. It's almost like if you had a house and you had a few problems with it, well let's knock down the house like what they do in the Jersey Shore. I got a problem. I'm going to knock down the whole house which is crazy. We can't fix the little things and keep the house and save it at one point, spend a million on doing that. So I like that that I went to him and instead of saying, "Oh my god, you need a new product. You got to reengineer this. You have 52 different things, \$25,000 doing all this stuff."

He came up with things that worked with what we had so that's very conservative because kind of with conversion stuff, you can get a lot of people that just they really want to kind of just create new work for themselves. That's costly on me, site the owner so that's what I really, really like about him, that he was looking at things and a lot of them were just so simple. Once you start looking at techniques and stuff and learning from them, you see like oh wow, this is a no-brainer. Some of the stuff he told me, I can apply to all my other businesses no problem. I really never thought of it and it's so simple. The thing is it's so simple.

Sharon: Awesome. That's awesome. David, thank you very much. Is there anything you'd like to say about it? I think what you said was fabulous.

David: The only thing I would say is I mean really, truly, you got to Glenn to look over your site or go through his materials. Pay him to look through your site or get involved in his program because you can't go wrong. I mean really truly, I know it sounds like something people would say in an infomercial, but the biggest mistake I quite frankly made was not working with him fast enough. I mean it's crazy. I actually sent him the email to work with him on a Saturday just as a whim. A part of me wasn't even going to send the email. Like oh, I'm going to work on this another month.

I don't even know why I thought like that. I guess my thinking was I really want to get it as high as possible and then take it to a guy like him when the reality is I should have gone to a guy like him who gave me a bunch of tips and I can implement them myself. I can really take it to the next level. I just wasted a lot of time and lost a lot of money, a lot of opportunity cost gone or incurred I should say because I've really been waiting around to figure out what's the thing that's going to work. I highly recommend that people get moving right away.

Sharon: So you know what this reminds me of and I don't know if it's going to make sense to you or not but I've been involved in the last two months this huge project on hair loss, both men and women. I don't know if you know this or not but when it comes to stopping hair loss, the sooner that you get started, the better. With men it's more obvious than it is with women. Women when they're losing hair they lose it all over their head and have that male pattern baldness. When they have baldness like in the very back or in the top part of their head, that can be regrown but if the hair starts receding, the stuff in front of the hairline can't. However, if you start early then you can. You can fix it.

I think that it's really fascinating because people know that there are products out there and they don't go to them. Guys know there are things you do you can do and they don't go to them. When it comes down to it, when I ask them, "What's the deal? What goes on with that?" It's a matter of uberous. They have this crazy pride like it's not really happening. I can do something about it. I'll keep working on it and meanwhile, their hairline is receding, receding, receding when they could have done something. It's amazing to me that people's pride gets in the way of getting help sometimes.

David: I know and I'm going to tell you it cost me a ton of money, a ton of money. I mean really, I just can't even tell you how much money it cost me, a ton of money by not going to him right away. And then there's a lot of things, like even when you start factoring in like the idea he gave me to increase the click-through rate, the open rate, the click-through rate on email. That idea if I would have implemented that you know, two years ago I mean I would have gotten a lot more clicks for a lot cheaper. I mean I think my click price would have been down by like 35%. That's a lot. That's a ton.

Sharon: But you know what, your hairline didn't totally recede and you got help and that's so exciting. I'm really delighted that that worked for you and I love hearing the excitement in your voice.

David: I can't say this enough, like get going with Glenn. The other thing is too, I mean I will say one other thing. There were some folks that kind of thought like you know what, you may not be able to make this work. Almost like, you know what just prepare to euthanize the business – just shrink it. That's really annoying because it's very important to me so I was willing to pour more money into it if I had to. It's very annoying hearing that and to think like it's so weird, the small changes that are made, that are so simple and the difference between potential. Let's say if this would have gone another

year, two years, and let's say at some point I would shut the whole thing down.

So, the difference between it being shut down and not shut down were the simple things and if I didn't go to Glenn and I kept working on it myself and with some other folks, I mean maybe I could have found another Glenn but I don't know anybody else. It's only him. I've already gone to other people so this business could technically be gone if I didn't take action.

Sharon: There you go and that whole thing about taking action is so important. Well I'm glad that you did. I'm glad that you're in recovery and it's a very important site. You're doing an incredible service for people. I'm glad it's working for you. I'm really delighted to hear that.

David: Thank you very much.

Sharon: Thank you and I think you are a great person to talk to. Thanks for letting me know.

David: No problem. Thanks, Sharon.

Sharon: Take care.

Glenn: So, we're back and really, there's no comparison in my mind between the power of the audio and the written testimonial.

Sharon: I agree. I have to agree.

Glenn: The reason for that again is because you feel the results in the audio testimonial.

Sharon: You hear his enthusiasm. I mean it comes through so loud and clear.

Glenn: It does. Let's talk a little bit about how people can get these themselves if they want to try to get them themselves. Then I obviously want to make a pitch for them using you to do this. Let's talk a little bit about the best way to get testimonials yourself if you're going to do that.

Sharon: Before you do that, I think one difference that you haven't mentioned is that when you're listening, you're not working. It's happening right there and you get caught up with it. When you have to read a testimonial, your eyes may glaze over. It takes work to do that.

Glenn: Listening is more like hearing a story whereas reading is reading a fact.

- Sharon:** Right. When you're listening, you're more emotionally engaged. Not to say you can't get emotionally engaged with reading a story as well but you're working at it more. It takes more effort.
- Glenn:** Agreed. Sharon, if people want to get the testimonials themselves, I've got a little procedure I've talked about where you first pull people out of the woodwork by sending them a quick opinion survey. You'll send them a note that says I need your help, first name and then you ask them what they were looking for just before they bought the product and what objections or concerns they had if any. Whether you delivered on these concerns is there any way that you delighted and surprised them and then you ask them how you can improve and if it's okay if you quote them. When you get someone who was obviously happy filling out that survey you can send them an email and say, "Hey I reworded things that you said below. Is this an accurate representation and can I quote you with this?" Nine times out of ten, they'll say yes.
- Sharon:** Even if it was only five out of ten, that's a lot.
- Glenn:** That's a really cool way to go about getting written testimonials. Now if you want to take it to the next level and work with and actually interview this people, then once you have identified those excellent-written testimonials you just follow up with them with a phone call and say, "Is it possible that I could --
- Sharon:** You can't do it yourself though. You have to have somebody else call because people react differently when they're talking to the actual person.
- Glenn:** Well yeah. You don't want to ask someone, "Hey, is my baby ugly? And here's a banana for your monkey." You can team up with a friend and have a friend do your audio testimonials and you do the audio testimonials for them. That's a fairly simple way to go about it but there's a lot more to getting the testimonials that come out the way the one that you just heard. Could you talk a little about that. What's involved in connecting with the person at first and making sure they're comfortable zeroing in on what needs to be said. I know that you can't convey 25 years of experience in 10 minutes but...
- Sharon:** Well for one, I have a call with them before we have the call. In that call, I try to find places where we bond in some way and that's no matter who I'm talking to, you know, who it's for. I'm trying to create a relationship ahead of time and then I set up the appointment. There's been an email conversation going back and forth and then I call them to set up the call. For example I'll

pick up anything that I can where I feel a commonality. I hate that, the word commonality. To me it should be commonality but it's really commonality and I always feel stupid when I say --

Glenn: Those bastards who made that word. What were they thinking?

Sharon: I don't know.

Glenn: Commoners making up that crazy word.

Sharon: Yeah see, you were just bonding with me. You were joining with me with my craziness.

Glenn: That's true.

Sharon: So for example, someone that I interviewed recently we both have adorable dogs and that's a wonderful way to connect and it's genuine. You need to find a genuine way to connect with that person. It might be on some other interest. It might be on something about the topic. But what I try to do as much as I possibly can is create a relationship ahead of time. And then, when I get them on the phone I don't start out with, we're talking about Joe Shmoe today and you purchased this from Joe. What did you like about it? Instead, I try to reconnect with that common theme that we had from before.

Glenn: Interesting.

Sharon: Hey, hi. How are you? I'm so glad you can make it today and how did that project go that you were working on?

Glenn: So your connection with them is paramount as opposed to the testimonial in the beginning?

Sharon: Right. I'm going out of my way to make them comfortable and feel a connection with them because it makes my life easier too. Honestly, that's what I do in all my work is I try to get related to that person to feel their essence in some way so that we bond together and then it's a lot more fun for me.

Glenn: Got it.

Sharon: Partly it's selfish because I want to have a good time.

Glenn: Got it. What's so interesting is that because the testimonial is essentially a sound byte that 12-minute interview you did with David Oliver was a sound

bite. It was an edited sound byte that came from about a 30-minute discussion. A lot of this falls out in the edits but the power of that relationship and the sense of bonding that occurred in beginning that fell out in the edits, it's still there in the testimonial itself.

Sharon: Right and what it represents is the way they feel about the product that they bought and the person who gave it to them. But I get the halo of that in the discussion.

Glenn: So it makes it possible for their feelings of love for the product or service or person --

Sharon: To be transferred on to me. I love it.

Glenn: I was going to say it in a different way. The transference of love that they have for the product or service or person, you facilitate that transference on to you in the relationship --

Sharon: So they can express it.

Glenn: So that they can express it in the conversation.

Sharon: Exactly.

Glenn: Right and that's where your experience really comes in handy.

Sharon: Isn't that the coolest thing?

Glenn: People can emulate that.

Sharon: It's very cool though. It's very cool how that happened because it was just so obvious in these past few weeks people wanting to tell you how much they appreciated you and they got to do it through me; very cool.

Glenn: What else do people need to know about facilitating that interview itself?

Sharon: Well, it's like good interviewing. You have to probe and clarify so you know probe for fullness to get all the things that they like and clarify, going from the general to the specific. In this case, going from general to specific as you know is tantamount to a good testimonial because general stuff is nice but it doesn't really prove.

Glenn: So for example, if you went back to the testimonial with David Oliver, in the beginning of the interview he was talking about how he was introduced to

me by a friend and that he at first wanted to know more about pay-per-click and he heard that I was good at conversion and conversion in the context of a whole business. Could you talk about some of the questions you asked him during that interview which may have been edited out that facilitated the conversation?

Sharon: Well, I've done like 20 interviews since then so let me try to remember specifics. Even though we just played the audio for people, we didn't just listen to it ourselves because e did that a little while ago. The whole idea is people want to say this worked great and it got me great results and then they go on to saying something different. What you have to do is backtrack, great, what specifically happened and what were those results. What specifically did you learn or what specifically did it do and how did that translate into something that you wanted? You have to go from the general to the specific. In the hyper-responsive club we've talked about probing and clarifying.

Glenn: We have.

Sharon: About how important that is. It's critically in any kind of questioning situation.

Glenn: What's difficult about that is in some ways that's antithetical to the comfortable kind of party relationship you set up in the beginning because in the beginning, anything we want to express is okay. You're just looking to make it comfortable for them to express love towards the company. In some ways it's an opportunity to get marketing insights and also in some ways it's a sales opportunity although you wouldn't do that directly because the customer would feel tricked or used. But nevertheless, you want to leave them in a positive state towards their company.

Sharon: Absolutely because one of the things that could happen as you're listening to feedback is they could get on a negative and you could get their negative transference. They could be transferring over the negativity of the whole day. You might have picked them on a day where something happened bad with George and they needed a place to express it. Even though they were thrilled with you, when they have an opportunity to say something negative, all their negativity can come up.

Glenn: Right. It's only human nature to look for things to blame outside of ourselves for a negative experience that we have.

Sharon: Or a misery and we all had misery.

Glenn: We never want to present ourselves as that opportunity as a marketer. Maybe as a psychotherapist you do that to purge the boil but not as a marketer. You never want to do that.

Sharon: In some ways when you bring them back up, you're doing a service to them anyway because you're helping them feel more positive. Haven't we all had friends or acquaintances where something happens where you go in a negative spiral and you get off the phone or you get out of the car and you feel like blah, you feel lousy? Some people can inspire that. If you can bring them up you're actually doing them a service. But more importantly, what you said when we're doing the testimonial, you want to leave them in a good place because they're going to feel better about you.

Glenn: I think that we have gone through enough of how to get the testimonial and how people can do it themselves. Is there anything else you want people to remember about doing it themselves?

Sharon: No. I think we did a really good job here.

Glenn: I think we did a great job too if I do say so myself.

Sharon: Yes, you do.

Glenn: I would like to take a moment and just pitch people on several pretty good reasons that they might want you to do it for them.

Sharon: Well, that's very sweet. Thank you.

Glenn: Well, first of all I think that these opportunities are precious and the amount that you can make -- let's say you get a 25% conversion bump and I'm legally required to tell you that I can't promise you anything, but let's say that you did get a 25% conversion bump. Suppose you're making five grand a month now and you've got -- let's say half of that is advertising cost and another thousand is cost of goods. You're netting \$1,500 on 5,000. I think that's about 31% net profit. Well, bump that up by 25% and all of a sudden there's an extra \$1,250 coming in a month. All of that goes to the net because the advertising cost don't go up and the cost of goods don't go up. All of that goes to the net and you go from a 31% net profit to a 46% net profit.

Most people that are familiar with the way that advertising works know that when you can bump the net profit per transaction like that, the net profit per visitor, then you have the ability to buy advertising in greater volume from other sources that you couldn't afford before. It's not just a matter really of

that extra \$1,250 a month. It empowers you to grow the business in ways that you couldn't before because now all of a sudden you can afford more advertising or you can afford to buy more SEO services or you can afford to buy more public relations or you can just pocket the money.

But what I'm trying to get at here is that this is a situation where big doors swing on small hinges and since these are limited opportunities, since these are situations which have the potential for bumping your conversion, since in many situations people are making a lot more than \$5,000 a month which means there are even bigger opportunities, why would you want to leave that to someone who doesn't necessarily have the experience that you do. I mean let's face it. You've done 60,000 interviews with consumers. You've done quite a number of those interviews in the function of a casting agent so to speak where you were finding the right people to participate on commercials and spokespeople for the company.

Sharon: Right, like when we did the Excedrin casting calls for Crestor.

Glenn: Right. You've been listening with an ear for what sells over the course of 60,000 interviews in 25 years. When you could have that for the cost of a couple of months conversion bump what you could make in a couple of months of conversion bump and if we go back in that example, that hypothetical example, that extra \$1,250 of your client, that's theirs to keep forever once your fee is paid. Why would your risk that?

Stephen Covey has also said about your ability to draw people out in particular, Stephen Covey the author of Seven Habits of Highly Effective People. He said he was extremely impressed with your ability to draw people out.

Sharon: I was extremely impressed with him.

Glenn: He actually was impressive wasn't he?

Sharon: He's very impressive.

Glenn: They say you shouldn't meet your heroes.

Sharon: He's an example where meeting him was an amazing experience.

Glenn: He's a guy with integrity. He was a guy that, he walks the walk in addition to talking the talk. I met a lot of my heroes and I have to say that I actually think you should meet your heroes so that you can understand what they are to be admired for and understand whether they put their pants one leg

at a time. Stephen Covey was someone that I actually felt better about after I met him before.

Anyway, so Stephen Covey was very impressed with your ability to draw people out. There is an art to the interview. There's an art to managing the client. There's an art to managing the expectation so they leave the experience feeling better about your company. There's an art to editing the testimonials. You have to have an ear for the strategic marketing of the customer in order to know which sound bytes and what information in particular is most likely to sell. Otherwise you can go and hire a psychotherapist to do it. Otherwise you could say -- and I'm sorry I keep on interrupting you but I'm kind of jazzed about this. Actually, part of me thinks we shouldn't even sell this service because it's a competitive advantage and maybe I should just use it and not let anybody else have it.

Sharon: I'll always be your secret weapon.

Glenn: Yeah but I don't know if I want you to be anybody else's secret weapon. I'm serious. The direction that my company is moving in is in developing assets for lead generation. It empowers me to create an arbitrage when you can generate a whole set of testimonials that weren't there before. All of a sudden I can buy the leads at a lower cost because the page converts so much better.

Anyway, I'm getting off track but the point is that it requires a strategic marketer not only to do the interview but to understand how to edit the interview. It requires someone who can edit the interview without changing the meaning because you can get in a lot of trouble if you change a meaning.

Sharon: Taking off a not.

Glenn: Right. I made four million dollars - not. I guess we'll take that out.

Sharon: This is not the best service I ever had. [laughter]

Glenn: Gosh, I wish we had more examples of that. That's really funny.

Sharon: I know. We should do that.

Glenn: I guess what I want to say is at this point, I'm thinking I've been serving as a marketer for these many years and I've always made the decision when it came down to do I share something or not that yes, I do share something. At the moment, I am sharing you but you know we're getting older and it's

kind of time for us to squirrel away our nest egg. I'm not so sure that I'm always going to be so generous so I would encourage people to have a look at this while it's available.

Sharon: I love being owned by you honey.

Glenn: Before we come to our senses, it's a little bit of a marketing ploy but it's also the truth. You can have a look at it at www.testimonials.sell.com

Sharon: Thanks.



Sharon Livingston, Ph.D.

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