

How to get great testimonials



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INSIDE NEWS

Why do people 'buy' you? What do they like about what you do and/or deliver?

Fluffy or nothing?

Third party validation is a very powerful way to promote your services/products, but many testimonials are very fluffy and don't really tell the reader enough to decide whether this company or consultant is the right one for them.

The other challenge is that, while people are happy to recommend you if they've had a great experience with you, they forget to do so. They will often say 'Yes, I'm happy to write a testimonial' and then it doesn't get done. You don't want to nag them and, often, it feels a bit embarrassing to chase them to say something nice about you.

The problem is that your very happy customers gets 'blank sheet syndrome'. In other words, they don't really know what to write. So when they do they write something fluffy - and here we are back at the beginning of this.

The solution

If you want to get testimonials from your clients that are really focused send them three questions and the quality of your testimonials will improve dramatically.

What did we do for you?

(You can answer this, but it can be interesting to find out what your client thinks you did. This will help potential clients to understand what you deliver and, if you have a number of different products/services can be a handy aide memoir if your little grey cells fail you!)

What was it like working with us?

(They want to tell you this and it's nice to know that they had good experiences, but this is not the best part of a testimonial. It will make you (and them) feel all warm and fuzzy)

What outcomes did you get? E.g. savings made, increased profits or productivity?

(This is the gold nugget of any testimonials - results are what make the difference)

You can even talk them through this on a phone call or a visit, if they're not inclined to write, but with a framework people are much more likely to actually do it!

With positive answers to these questions you might want to go back to them and ask:

Who else do you know who would value results like that?

And

Could you introduce us to them, please?

Remember an introduction is much better than simply giving you a name and a number. You're opening a new relationship with a level of trust you wouldn't otherwise start out with.

Now watch your business flourish!

Lesley Morrissey runs Inside News, a boutique agency specialising in reputation marketing. The team focuses on generating content to:

*Take control of your **Reputation***

*Become the **Authority** in your field*

*Maintain your **Visibility***

*Demonstrate your **Expertise***



She is a copywriter and an expert in readability. She helps business owners to develop websites that engage, inform and persuade.