

## 5 Key Things A Testimonial Must Have

Five Key Things Every Testimonial Must Have –

1. Customers Full Name
2. Company Name & position
3. Specific Statement on Why Your product or service is outstanding
4. Should have a statement on how to verify testimonials
5. Date When Testimonial Was Given

## Testimonials and References Definition

1. A **Testimonial** is a statement of support for a product, service or company that a customer is prepared to give as a once off statement that can be used in marketing paraphernalia.
2. A **Reference** is a customer who is prepared to speak with a prospect on the quality of product or service that you provide. The customer has provided you permission to give the prospect their details to contact them independently.

## How Many Testimonials Should You Have

How Many Testimonials Should You Have and How Often should you update them:

1. You should always have a minimum of 3 testimonials for your company
2. You should refresh your testimonials every 6 months
3. Keep all your testimonials. If your customer gives you a testimonial for five years then keep each one and then make all five testimonials available.

## Key Features of A Great Testimonial

Features of a Good Testimonial

1. **Specific** – A great testimonial is one where the customer is very specific about what they were excited about you business, product or service. For example a testimonial that says, "Great Service", is no where near as powerful as "Joe Bloggs, called me to ensure that I was happy with the product delivery, product and service. When I told him of my problem they fixed it within two hours!"
2. **Believable** – Nobody likes fake or sugary testimonials. In fact most governments are now cracking down on questionable testimonials. Ensure that the testimonials you are getting are from the types of people you want to deal with and look honorable.
3. **Answer You Customers Common Questions** – Ensure that customers who are giving testimonials explain why they chose your products even though someone else's may have been better.
4. **Identifiable** – Ensure that your customer allows you to use at the very least their full name on the testimonial. The best testimonial is one where the customer uses their own in a video however at the very least ask for a photo, name, company name and statement for your marketing material.

## Types of Testimonials

Types of Testimonials –

1. Video Testimonial
2. Audio Testimonial
3. Photo and Statement Testimonial
4. Statement Testimonial

## 5 Key Reasons To Create a Video Testimonial

1. Provides Credibility
2. Provides Information
3. Helps the Prospect get to know **YOU** in the eyes of other customers!
4. Will bring you in new traffic to your website
5. It gives your customer the ability to clearly explain your products and services to other customers.

## Best Type of Testimonial and Why?

What is the best type of testimonial –

A **video testimonial** is always the most powerful testimonial as it provides the prospect the ability to see and hear what your customer has experienced and what they think about your products, services or business.

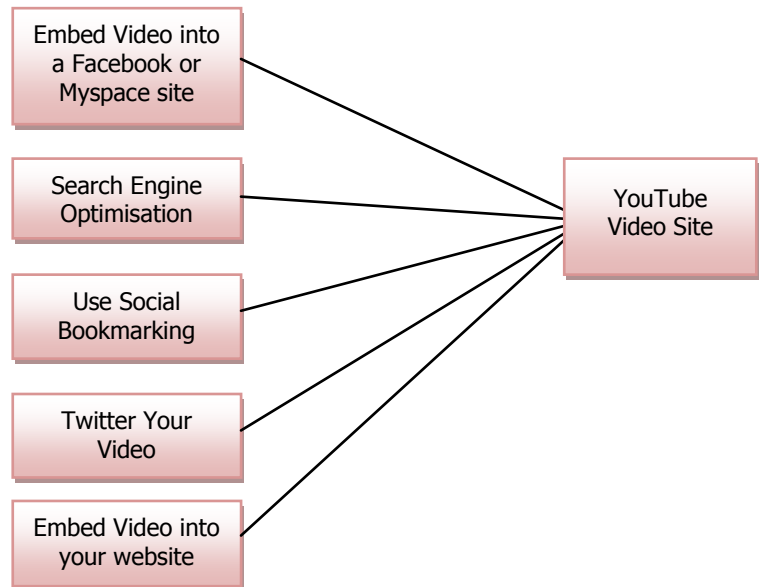
## How To Use Testimonials

### How To Use Testimonials

1. Use Photo and Statement testimonials on every piece of marketing literature that you can.
2. Place as many testimonials as possible onto your website
3. Upload video testimonials onto video hosting websites like Youtube
4. Have a Testimonials sheet you can give to customers
5. Use Testimonials on your social media sites
6. If possible put a customer testimonial on your business card

## Generating Traffic For Your Testimonial

This section contains some of the ways that you can generate traffic for a video posted on YouTube.



## When and How You Can Get A Testimonial

Below is a list of when and how you can get A Testimonial –

1. **After a sale** – If a customer expresses satisfaction with the deal you have done with them, then ask them to provide you with a testimonial
2. **Listen to Feedback** – Even if a customer isn't happy with their transaction, listen to what they are saying as you never know when they maybe prepared to give you a testimonial.
3. **Ask the Customer Questions** – Ask the customer if they would give you a testimonial

## Tools You Will Need To Create A Video Testimonial

There are some key tools you will need to have to create a video testimonial in-house in your business. Each tool is affordable.

1. A Windows Vista or XP Computer
2. A Digital Video Camera that can connect to your computer via USB or Firewire
3. AVS4You Video Editor
4. AVS YouTube Uploader
5. Adobe Photoshop Elements

## Ten Places You Can Upload Your Video Testimonials

1. **YouTube.com**
2. **Metacafe.com**
3. **Blip.TV**
4. **Dailymotion.com**
5. **Guba.com**
6. **Tinypic.com**
7. **video.yahoo.com**
8. **viddyou.com**
9. **vsocial.com**
10. **Facebook.com**

## How To Embed A YouTube Testimonial Video into Your Webpage



Simply copy the information from the **Embed** section of *Youtube* and paste it into the code section of your webpage. The video will then be visible on your webpage.