

Testimonials

The big question in prospects minds is “This sounds good, but will it work for me?” Testimonials lend credibility to your services or offerings.

Like case studies, testimonials are a good way of making your case based on people’s actual experience of your products or services. To be effective, they need to relate to your target audience and tell specific outcomes the person had as a result of working with you. Just generically saying “Judy is a great person,” doesn’t tell the reader why. Vague referrals are worst than none at all.

Crafting Testimonials: Testimonials work well with a before and after approach:

“Before I worked with Jane, _____. Afterward I _____.”

Here’s an example testimonial from out *Getting Thru to Your Emotions with EFT* book.

“I have had a fear of flying for about twenty years. One time the fear was so intense I got off the plane right before the stewardess shut the door. When I took Phillip and Jane’s EFT Class, they helped me to prepare for a trip the following month. I again started doing the techniques about a week before my flight. I tapped before the trip and several times when I felt the need during the flight. Returning home, I didn’t need to tap at all, but did it before the flight just for the heck of it. I was actually very relaxed. I put all my faith in this, but still I was so surprised when it worked. What a relief!”

Ways to Enhance Testimonials:

- **Add a picture/ audio/ or video** of the person giving the testimonial
- **Provide an emotional, passionate element**, without going over the top.
- **Use the person’s name**, occupation and website with the testimonial for credibility

Ways to obtain testimonials:

- Ask people to send you their comments
- Prepare comments based on what you think they’d say and run it by them for approval and editing. This is commonly done when soliciting book testimonials from successful authors.
- Interview people you’ve helped and elicit a testimonial from them. You can read the final version back to them and get their approval.

How to Write Marketing Copy

When writing a flyer, a web page, or any marketing material, it's good to have a clear overview in mind: who is the marketing for and what are they looking for? Here are tips and a 6-step guideline on how to get your message out. What you write builds on your life purpose, your soul's guidance, knowing your niche, and your benefit statement.

Writing Tips:

- **Know your desired outcome:** what do you want the reader to do after reading your words?
- **Refine your writing** until it becomes clear.
- **Have a conversational tone;** avoid academic writing and jargon. Read it aloud to confirm that it feels natural when repeated aloud.
- **Always keep your audience in mind.**
- **Make sure each point flows** from the previous. Lead the reader step-by-step.
- **Don't get bogged down in features,** especially at first ("A session is 60 minutes long and we do one each week.") Focus on benefits. (As we work together, your life purpose will become easier to follow and you will have more joy and fulfillment in your life.")
- **Keep it solution-oriented.**
- **Eliminate typos and bad grammar.**
- **Make the layout and design easy to read.** If you're not good with graphics, find an example that looks clean and copy the formatting.
- **Get some feedback from others** on what you wrote and need to revise.

6-Step Sequence to Your Marketing Material:

1. **Create a headline** (and possibly sub-headline) that reflects your benefit statement. (Good headlines: can ask a question; summarize a story; give number of ways/lists; are problem based; arouse curiosity) E.g., "How much longer can you stand the stress?"
2. **Describe the challenges you help clients to address.** "Up to 90 percent of the doctor visits in the United States may be caused by a stress-related illness..."
3. **Describe the solution.** "By having a program you can integrate in your daily life and eliminating underlying causes, you can de-stress and do what you really want, easily and enjoyably."
4. **Note why they haven't succeeded:** "Many people want a quick fix and don't deal with underlying causes of stress."
5. **Describe why your process works.** "We've found that using..."
6. **Provide a call to action.** "If you'd like to know more, we can set up a complimentary session on "Taking Your Life Back: De-stressing Your Life" or I'll send you my article on....."

Resource: Robert Middleton's *Info Guru Manual*, www.1shoppingcart.com/app/?af=774075

Links to Examples of Marketing Copy

Examples of marketing copy we plan to include in the teleclass include the following:

1. Mountrose Holistic Healing/Coaching Weekend <http://www.gettingthru.org/coach.htm>
2. Coaching and Leadership <http://www.oneononecoaching.com/>
3. Gentle Healing Touch www.GentleHealingTouch.org (Spyder Webb's site, class member)