

Module 9 – Testimonials

Testimonials

Ask for testimonials and take pictures, if appropriate, especially if the client is coming to you for weight management. Pictures often help people to relate to the subject. In fact, photos may become the foundation of your advertising campaign and website.

Always ask permission to use testimonials and pictures in your advertising campaign and ask the subject to sign a waiver giving you their permission to use their photo and / or words in advertisements. Always be discreet and respectful of your client's right to privacy. Offer to use only first names and first initials of last names if you are identifying the town where the subject lives, or first initials and last names in the case of testimonials without photos.

If you give presentations, be certain to have a feedback form on which the attendees can write comments. This is a convenient way to obtain testimonials for potential use.

Be selective about the subjects you use in your ads. They should be a man or woman who fits the profile of your target market, someone he or she can relate to, someone they would like to emulate. For example, if your specialty is weight management and your target market is stay-at-home moms, choose a thirty-something woman who gained weight during her pregnancies and has since lost fifty pounds in eight months on your program. That is someone your target market, the busy, over-worked mom sitting at home feeling miserable about her weight, can relate to, and it will spark her desire to lose weight. She will see herself and hear her story in your client's story and she will want to experience the same success your client has realized.

Devote a page on your website to testimonials and success stories. You may even want to feature one or two success stories on your home page. People will first want proof that your program works, then they will want to know how it works and whether it can work for them. Give them the information they want and need, in the order they need it.

Change the success stories on your website and in your ads to keep people interested. Everyone loves to see amazing transformations so give people what they want, the more dramatic the better.

If you are just starting out in this business and you do not have client pictures or testimonials, ask friends or family members you may have helped in the past to write a brief paragraph telling others about how you helped them. Again, you must ask their permission to use their testimonials in your advertisements, on your website, and in promotional material.

Action Challenge Nine

1. Compile a list of past and present clients who may be willing to provide testimonials.
2. Compile a list of friends and family members you may have helped in the past.

3. Create a testimonials form and waiver, soliciting their name and comments. Include a paragraph granting permission to use the testimonials in advertisements. Give a form to each person on both of your lists and ask them to complete and sign it before returning it to you.
4. Once you have compiled the testimonials, enter them on your website. The more, the better!
5. Select one or two testimonials to use in print advertising campaigns.