

The secret to writing great testimonials is to cover off a few key points.

Source:

<https://herbusiness.com/blog/writing-testimonials-template/>

The following questions will spark the inspiration you need to start writing.

1. What was the problem you needed to solve?
2. Why did you choose the business you did?
3. How did they solve your problem?
4. How was their solution unique?
5. What did you particularly like about their approach or delivery?
6. How would you summarise the experience as a whole?
7. Would you recommend the business to others? If so, who?

An easy to use testimonial template:

When you've written your answers, put the relevant ones into this testimonials-made-easy template!

I approached [businessname] because
[businessname] helped me by

The result was

One thing I liked was their

I found the experience

I would recommend [businessname] to people who need

And you're done!

These three pointers can help steer your client's effort to the ideal testimonial.

Source

<http://mindshareconsulting.com/the-perfect-testimonial/>

Keep It Short: To get the most from testimonials, think brevity. If it takes someone more than one minute to read and comprehend a testimonial, it loses power. Prospective clients are looking for concise, engaging statements that explain why others who were facing the same challenges chose you to help them.

As with any writing, it's harder to write a short testimonial than a longer one. Ask your testimonial writers to aim for two paragraphs, maximum. If they want to say more, suggest that they give the highlights in the first two paragraphs. That way, you will have the option to feature just those paragraphs, and direct readers elsewhere for the complete text.

Make It Real: If you're going to use a testimonial, resist the urge to make it anonymous. Few things are lamer than praise from a satisfied mystery client. I'm not sure who decided that a testimonial from a "senior executive" at "an international trucking firm," or a "global medical device company" was a good idea. It's not.

You can't expect clients to put much stock in anonymous endorsements. If you want to make a testimonial work for you, be sure that the reader can identify and, if possible, contact the people and companies involved.

You may choose not to publish contact information in your marketing materials or in your proposals. But it is helpful if you can offer clients a way to contact the author of a testimonial if they want to.

Another way testimonial writers can make their words ring true is to express their genuine feelings about working with you. Obviously, you don't want this to go too far, but it is worth pointing out that a testimonial doesn't have to be impersonal.

Be Specific: The goal for each testimonial is to show convincing social proof that you're second to none in your area of expertise. To accomplish that, your testimonial writer should talk about how you worked with others, the value you delivered, and what makes you different or special.

It's not enough for a testimonial to say something like, "Our work with Empirical Consultants exceeded our expectations for service and flexibility. We'd be pleased to work with them again in the future." That's not a bad recommendation, but it doesn't tell readers much.

A testimonial should focus on the problem or issue you helped address, the results achieved, and why you were the best choice for the work. If readers can't relate to the situation described in a testimonial, it won't help them evaluate your capabilities. So be clear about the project objective, delivered value, and a differentiating point about you.

How to Create Captivating Customer Testimonials

Source:

<https://www.helphscout.net/blog/customer-testimonials/>

"Nothing draws a crowd quite like a crowd."

– P.T. Barnum

American showman P.T. Barnum was a man who knew a little something about the power of social proof, and his evergreen advice stands as a lesson that every business owner needs to learn:

Your customers will always be more persuasive than you.

1. Use Photos to Increase Trust

Let's begin with a hard truth for all business owners:

Just because you are telling the truth doesn't mean customers are going to believe you.

The same is true when it comes to photographs of people. You can enhance the persuasiveness of honest reviews by simply adding a picture of the reviewer who is passing along their thoughts on your business.

These findings all point to a simple conclusion: If you want prospective buyers to take note of and value the praise you've received from current customers you must put a face with the name of the reviewer.

2. The Power of Stories: Why Transportation Leads to Persuasion

As psychologist Jeremy Dean notes, transportation leads to persuasion, and it's easy to see why. Imagine that you are looking for a new hosting solution for your online business, and you land on a page with a customer testimonial that reads like this:

"Fantastic product, my sites all run super-fast and the support is excellent!"

Sounds great ... but it's something you've heard 100 times before.

Now imagine that you come across a competitor who has this review front and center on their homepage:

"Every time my business gained a big feature in the past, our site would crash. Two months ago, when I heard that we would be featured on CNN's small business section, I nearly had a heart attack. Scrambling, I looked for a way to upgrade my hosting and migrate my site painlessly; any downtime for me can result in thousands in lost revenue."

Fortunately, XYZ Hosting was my knight in shining armor. They set me up on their enterprise plan and handled the entire process (and all of my nagging questions) flawlessly."

Captivating, right?

Why are stories so effective? According to research on the persuasive effects of stories, the answer lies in **the ability of a well-told story to “slip in under our radar” and persuade us when we least expect it** [and may not even realize what's happening].

That is to say, stories can capture our attention and wrap us up in the details. We are more likely to listen to a message when it is relayed through a story.

While most of us have a habit of blocking out aggressive marketing gimmicks, there is a certain level of suspense we feel when reading a good story, and we usually answer the call to finish it to the end because we want to know, "What happens next?"

If you are looking for the sort of testimonials that potential customers can easily relate to and actually want to read, you can do no better than presenting the enchanting story of a satisfied customer getting the most out of your product.

3. Appealing to Your Customer's Inner Ego (and Future Aspirations)

Why do personal recommendations from friends carry so much more weight than a multimillion-dollar commercial?

We know our friends will offer up an honest opinion with our best interests in mind. No advertisement can ever buy that sort of persuasive effect, no matter the marketing budget. It's the reason why social signals are so popular on the web today (picture the Facebook feature, "3 of your friends like this").

Despite their best efforts, it's impossible for entrepreneurs to create a personal recommendation for every potential customer that might come their way. The next best

option? Tap into the power of implicit egotism, our bias to be more interested, trusting and favourable toward people who are similar to us.

As accepting as you may want to be to people of all types, our brains have a subconscious bias towards our absolute favourite person ... ourselves! This has been proven through a variety of research that paints a clear picture of why we like people who are like us.

Since their traits resemble our own, we tend to activate positive, automatic associations with ourselves. A simplistic way to describe this subconscious processing would be, "I like me, and that person is similar to me, so I must like them, too!"

What does this have to do with smarter testimonials?

Simply put, if you want customers to envision themselves successfully using your product, make use of a testimonial from a current customer that **they are able to relate to**.

How to Create Powerful Customer Testimonials for Your Business

Source:

<http://tweakyourbiz.com/marketing/2013/03/25/how-to-create-powerful-customer-testimonials-for-your-business/>

Structure for a testimonial

If you are writing for the web or a brochure, brevity is essential – sometimes inclusion of the logo on its own can be powerful enough. The following is a nice format:

Name of the person, Title, Customer Company name

"We have worked with Organisation for over a year now and are delighted with the work carried out so far. Our company (use the name) is ... [description of what we do] ... so all project work needs to be of the highest quality, which is what we get with [referral company name]. They are responsible for item 1, item 2 and item 3. [referral company name] understands the high standards that our company has and are most efficient in delivering well within time limits. I would highly recommend working with them."

When I am preparing testimonials for a Tender Document or a Marketing White Paper, I suggest a longer format – about one page with lots of visuals:

- Logo + Project Date
- One liner on the customer's business to include web address
- The problem that they had (summary of the brief)
- Others solutions tried (not looking to criticise the competition ... your customers might even say they tried to solve the problem themselves or by using several different providers in a piecemeal fashion to address the problem.)
- What solution was provided – a brief summary of the methodology or project phases
- Business outcomes (refer to the Business Case or ROI); important but can be difficult too
- Name and title of person providing the testimonial

The format above is provided as a guide and can be tailored to specific circumstances. For each section, you want the reader to respond "that business is like us, that is our problem, oh we tried that, that solution is impressive, we'd better use these guys."