



## 1-Liner Testimonials

Ways to Get a Testimonial	<ul style="list-style-type: none"> <li>• A survey to fill out about your services. You can even have a coupon or incentive to fill it out.</li> <li>• Contact your top customers and get referrals from them</li> <li>• Keep a file of incoming emails that contain positive feedback</li> <li>• Consider business review websites where members review and rate area businesses</li> <li>• Create a networking event around gathering testimonials with your best customers</li> </ul>
You Have the Testimonial... now what?	<ul style="list-style-type: none"> <li>• List it on your website             <ul style="list-style-type: none"> <li>○ Weave it throughout different site pages vs. having it on one page.</li> <li>○ Consider putting it on right and left borders of the page to increase visibility</li> </ul> </li> <li>• Add it to social media sites—facebook, twitter, LinkedIn</li> <li>• Blogs, taglines, email signatures, brochures, direct mail pieces, newsletters, audio testimonials</li> <li>• City specific directories, local search engines are great spots to add it to</li> </ul>
Do's	<ul style="list-style-type: none"> <li>• Be Specific</li> <li>• Address Objections</li> <li>• Add quotation marks to draw the eye and make it easier to read</li> <li>• Use the customer's full name, title, and location to prove the person is real</li> <li>• Use photographs of the person or video clips</li> <li>• Always ask for a customer's permission.</li> </ul>
Don'ts	<ul style="list-style-type: none"> <li>• Use vague or generic language</li> <li>• Write your own testimonial or fake it</li> <li>• Over edit it. Use real language</li> </ul>