

6 QUESTIONS TO ASK FOR TERRIFIC TESTIMONIALS

Introduction

One of the most valuable pieces of content we all have as business owners is our customer stories in the form of case studies, client profiles and testimonials.

The challenge is that many businesses are not making the best use of these stories.

And one of the most effective formats for these stories is testimonials.

They are important because they:

- are the best form of social proof
- position you as an authority
- help your prospects to like you
- edify your customers
- communicate vital information

It's important to gather and make best use of client testimonials.

So, how do we do that?

There are 6 questions you can ask to get terrific testimonials:

1. Who are you?
2. What was life like before (your product or service)?
3. What was the turning point moment?
4. What is life like now after (your product or service)?
5. What would life have been like if you didn't have (your product or service)?
6. Who would you recommend (your product or service) to and why?

#1 - Who Are You?

Here you want to get as specific and tangible as possible.

Ideally you would ask for permission to use a photo or video of the person – makes them seem more real and less “made up”.



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You also want to include their full name and company (if relevant) and also their suburb or state and country – helps also in making them seem more real and relevant.

*Note: If you are in an industry where you are restricted either by regulations or confidentiality, we suggest using a real person's information but using a different name and stock photo image representing their age and demographics. In this instance, always state that the information is based on a real person but you have changed their details for confidentiality or as per the requirements of your regulated industry.

#2 - What was life like before (your product or service)

Works best if you can expose a specific problem – eg. “I'd never run a business before” or “I've wasted more than \$50,000 on advertising that didn't work” or “I'm always buying clothes that don't suit me and I never wear.”

Here you can also ask them about the reservations they had in making the decision (a great place to help people see they are not alone with their objections but also that they should get over them).

#3 - What was the Turning Point moment?

This is usually preceded by some kind of low point. So, for example, if you help people get out of debt their before story might have been that they struggled to pay for their groceries each week and they had a credit card bill of \$64,320, which was more than they earned in a year. Then their turning point moment might be - they remembered this one day where they had to unpack half their basket of groceries because their card wouldn't work and they only had \$20 in cash - and they were stuck there unpacking items while the line grew longer and longer behind them and it was at that moment they decided this would never happen again, that they needed help and that's when they called you.

#4 - What is life like now after (your product or service)?

Here you want to cover the specifics that relate to your product and then explore the ripple effects – what has that meant for time with family, or confidence levels in other areas of your life, or your ability to now take that dream holiday to Africa etc. What has that meant for your team. Your customers.

Important to get specific about the benefits. This could include things like:

- Number of sales they've made as a result of learning your XYZ sales process
- \$\$ amount they have saved or increased or raised or whatever is appropriate
- Specific time they have saved – used to take me 2 weeks, now I can get it done in 23 minutes (a note here, don't round numbers out – keep them unusual – if they made \$23,642.57 in profit, use that number, don't round it to 23,000).



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- Specific things they can do now that they couldn't do before – eg last year I walked the South Coast Track in Tasmania, before physiotherapy I couldn't walk to my letterbox

The more emotion and specific, real concrete examples you can include in your testimonials and case studies the better.

#5 - What would life have been like if you didn't have (your product or service)?

By looking at where they'd be without your product or service, this paints a compelling picture for new prospects... and makes a stark contrast between where they are now and where they might be if they hadn't made the change. This is important because your prospect is right in that position at the time of viewing the testimonial – considering making a change.

#6 - Who would you recommend (your product or service) to and why?

Always ask who they think would benefit from this product or service – ideally they will mention people much like your target audience. This provides a strong endorsement or recommendation for prospects viewing your testimonials to see that others think it is right specifically for them.



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