

How to get powerful Testimonials

Testimonials are powerful, written testimonials are brilliant and should be used on websites however Video testimonials are the most powerful testimonials. Testimonials should always come on the back of your customer saying something good about you and as long as they do, here's the script that you are going to use:

"Mary, thank you so much for saying it. We really do appreciate it. (Have your phone ready) Is it okay that I capture that to share with people just like you so they can also start getting the result that you've been getting. Is that okay? What I'll do is just hold it (phone) here, and if you can just repeat what you have said to me, your name, the great things that you had experienced and the result you get from (mention the clinic)." Then you smile at them. Make sure that they're on screen but never hold your phone in front of them. Just let them feel comfortable. Then you can edit it.

When you say it that way - it's all about your customer sharing their experience to help other people rather than "Can I have a testimonial?" That is more likely putting the position on her so she can help you build your business & that script never works.

But if they say No you can just say:

"Is it okay if I can just take some of the words you've said and email it to you to get your approval to save your time?"

This way you can get a written testimonial. You take the pressure off them by writing it and having control of your time and rewrite some of the words that maybe said a little bit better and certainly benefit you more. Once they've said something, Thank them, ask the question and one way or another you'll get a good testimonial.

Note: The reason you switch your phone on as you are asking if it ok to capture and share is that you are recording them giving you permission and you don't have to get written permission as you have already recorded it.