

How to Get More Testimonials



Testimonials are a great endorsement of the services you have provided, your business, as well as being an indication that your clients are very satisfied with what you have provided to them.

Used properly testimonials, Endorsements and Reviews are described as 'marketing Gold'.

As a marketing tool they can help you in many ways including

- ✓ Improved reputation and standing within the marketplace.
- ✓ Helping you to establish and build credibility, respect and trust.
- ✓ Proof your clients are satisfied and happy with your services.
- ✓ Proof that you can look after your clients and provide what you claim to be able to do.
- ✓ An endorsement of your services, your abilities and importantly you!

A Problem We've All Experienced!

Knowing how valuable testimonials can be to us and how much they can mean to our business, we've all had the experience of a delighted client who has promised us a testimonial and it has never arrived. We've sent carefully worded reminder emails, messages and phone calls to No avail.

I'm sure the client meant well and was genuine when they said they would like to provide a testimonial, but the longer the delay the harder it is to actually get the testimonial. I think part of the problem for the client is in actually sitting down and writing a testimonial and what to say.

However there is a solution. And that is to make it as easy as possible for the client to provide you with a Testimonial in writing at the actual time they are discussing it with you.

There are 2 parts to getting the client to provide you with a testimonial in writing when they are keen to provide you with one.

- 1.) A Feedback form like the one provided.
- 2.) You actually ask the client to quickly fill out the feedback form including the testimonial part so you can add it to your collection. (the key is to make light humor of it! This is essential)

Another Option:

Another way to get a client to provide a testimonial is to ask them to complete a Client Satisfaction Survey. Please see the Chapter titled 'Client Satisfaction Survey'.

Other Endorsements, Reviews etc

Facebook:

On Facebook they can leave Reviews upto 5 Stars and also comments.

Google

On Google they can also leave a Review up to 5 Stars as well as comments.

Linkedin

Linkedin allows your 'Connections' to leave you're a 'Recommendation' which are great for your LinkedIn profile.

Here is a sample of a Feedback Form

I would greatly appreciate your feedback.

As a valued client I would really appreciate your feedback on the service I have provided to you. I sincerely hope that you're delighted with your loan facility now that it is approved and that you're looking forward to settlement.

How would you rate

My services as you *More than happy.*
 Satisfied.
 Could be better.

The selection of services to choose from *Excellent.*
 Average.
 Below Average.

The services I suggested to you *Good.*
 Average.
 Below Average.

The process to involved *Very Easy.*
 OK.
 Challenging.

Further ideas/ comments/ suggestions or even a Testimonial:

May I use these comments or testimonial on our website
www._____.com.au?

Yes

No

If Yes,

Your Name: _____

Position: _____

Suburb: _____

If Relevant, (Eg: a loan for a business etc)

Company or Business Name: _____

Suburb: _____

Thank You for your feedback
(Your Name Here.)

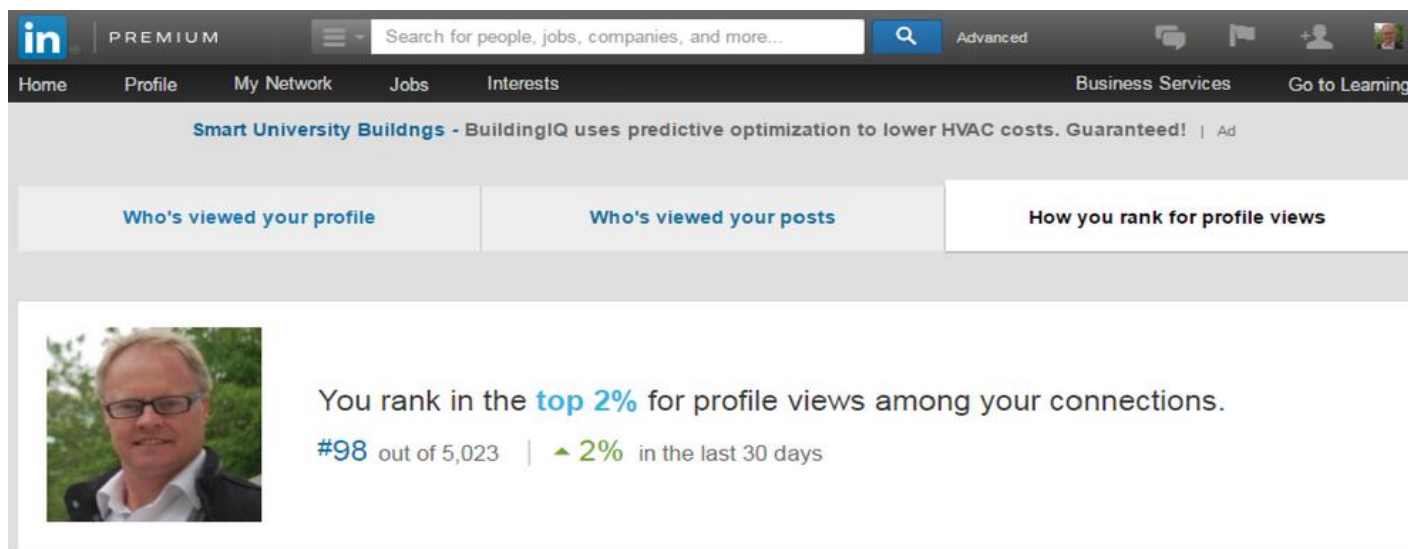
Your privacy is important to us and at no time will we provide your details to another unrelated company.

About Derick Mildred

Derick Mildred



- Business Author:** In 2007 wrote The Entrepreneurs Guide to Business Development & Marketing which achieved sales in excess of \$75,000 within just 6 months of publication.
- Business Owner:** Derick is the proud owner of 2 businesses, A Web Design business called 1st Page Websites & a Consulting business called Synergise Consulting.
- Business Consultant:** Aged a young 52, has been consulting to businesses for over 20 years with clients in Finance, Health and Beauty, Hospitality, Retail, & Services industries.
- Seminar Presenter:** Has presented seminars on Business Development, Marketing, Productivity to a diverse range of industry groups.
- Website Developer** For over 4 years has been designing and building websites that rank on Page 1 on Google for clients all over Australia.
- Online Consultant:** For over 4 years he has been advising clients on how to improve their results on Facebook and LinkedIn.
- SEO:** In 2014 he shocked the SEO industry with a **1st Page on Google Guarantee in writing** which has been delivered on every time for every client without a single claim on this guarantee so far.
- Martial Artist:** Currently with over 21 years experience in martial arts including Judo 7 years (Brown belt) & Kyokushin Karate 17 years + (San Dan 3rd Degree Blackbelt).
- From LinkedIn** Over 5000 Connections & Top 2% for Profile Views.



The screenshot shows the LinkedIn interface with a search bar and navigation tabs. Below the navigation, there are three tabs: 'Who's viewed your profile', 'Who's viewed your posts', and 'How you rank for profile views'. The 'How you rank for profile views' tab is selected, displaying a profile picture of Derick Mildred and the following text: 'You rank in the top 2% for profile views among your connections. #98 out of 5,023 | +2% in the last 30 days'.



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