



Copy, Marketing and...  
WEALTH MENTORING

*“.... sustainable wealth takes  
time to develop and it will only  
develop if you undertake the  
necessary learning to achieve it.”  
Paul Counsel*

**“How To Get The Most  
Valuable Testimonials”**

## **“How To Get The Best Possible Testimonials That Have The Power To Rocket Your Sales!”**

Imagine... not having to work hard at convincing or persuading your next client to buy your most expensive product, service or program.

And imagine... your customer's eagerness to buy is based on the line, “I'll have what she's having” from the movie When Harry Met Sally.

On a Today show interview, Billy Crystal explains how this famous line came about. “In the rehearsal, Meg said, 'I should fake one. I should fake it in a public place,' And I said, 'Yeah, like a restaurant with a lot of people,'” Crystal explained. “And she said, 'I'll give a huge one.' And I said, 'And then there should be an older woman who says, 'Waiter, I'll have what she's having.'”

The older woman wasn't so much concerned with what was causing the organism... she was interested in having ‘whatever was causing the organism’ so that she could have a similar result.

That's what the power of a good testimonial can do... it can cause people to want similar results. And if those results are seen to be caused by your product or service, your sales will increase.

But here's the catch... most testimonials are little more than fanfare for the product or service provider and don't stimulate desire.

To stimulate and excite desire, the best testimonials use powerful before and after contrasting imagery.

Think of the before and after imagery of weight loss, hair replacement, skin rejuvenation, stomach abs, white teeth and the like. The greater the contrast between before and after, the more desirable the results of the message becomes.

**Step one...** Powerful testimonials must use contrast... an opening situation/circumstance and a closing situation or circumstance that are opposites of each other.

Contrast demonstrates change, growth, transition, and success. (remember that its success that people want... “I'll have what she's having”!)

But this isn't all you need for a great testimonial. You need the “**story**” of how a person got the result. The “story” is the transition journey between the opposites of the contrast.

**Step two...** Most everyone knows it's not a straight journey to success. Take weight loss for instance... its full of ups and downs until finally, success was achieved.

Most people experience ups and downs, trial and errors without having cracked the success code. So, a good testimonial offers a **success code** (how they did it) for the reader. And the clearer this success code is, the greater the desire towards “Waiter, I'll have what she's having.”

When you think about it, most all stories and nursery rhymes, we're told as children and most all popular books we read are based on transition stories.

The more real the transition ‘improvement’ story is, the more believable the testimonial becomes.

Good testimonials use story to “enrich” before and after contrasts.

**Step three...** Results... results... results. Powerful testimonials have a happy ending in terms of new results that contrast with the old results. Now that you have done the work, taken this course, been coached by this person, etc... etc... what results have you been able to achieve?

Here's an example of a weight loss story offered by Scott McKinstry.

*“Suppose our story starts with a man who takes his girlfriend to a fair.*

*“He's excited to take her on the zipline ride. But when he gets to the front of the line, he sees the sign that shows the weight limit ... and he's thirty pounds over it. He feels deeply embarrassed in front of his lady.*

*“So, he goes home determined to change. He discovers a new diet system.*

*“Maybe tries different things. The weight starts to come off.*

*“He returns to the fair with his girlfriend, this time with a new sense of pride. He's under the weight limit with plenty of pounds to spare ... and the happy couple rides the zipline off into the sunset.”*

You can see the opening... the transition... and the closing... The opening is opposite of the closing, but it takes place in the same setting. And the transition is diet and the discovery of a new diet system. The result is a new sense of pride and the happiness of being able to achieve things as a happy couple.

The idea is to begin and end your testimonial with opposing images that share a common setting. In other words, the start and end places are the same. The above example uses the zipline at the fair.

So next time you ask for a testimonial don't just accept what is given off the cuff because its generally not useful as a testimonial. Its best to plan your questions and work off a framework of good questions.

1... What was their point of embarrassment, or frustration or pain that made them want to change? (what was their starting point... ie the zipline experience)

2... what did you decide to do about it? ... who did you decide to work with? ... what kept you going through the most difficult times?

3... What results have you managed to achieve now that you've done the work of change? What's the biggest benefit you've been able to achieve?