

BUILD A TESTIMONIAL MACHINE

with **Dave Albano**

BUILD A TESTIMONIAL MACHINE

with Dave Albano

Congrats! You just made one of the best decisions of your career (thus far 🥳) and we're absolutely thrilled that you found this workshop.

I started what would become DigitalMarketer in my dorm room at The University of Texas in the Spring of 1999. In the 20+ years since, marketing as I've known it has evolved into something I certainly couldn't have imagined when I got into this business. And that's why I created this company and, more specifically, the workshop you now possess: because I wanted to give Marketers and "Accidental Entrepreneurs" everywhere the tools and resources they need to succeed in this ever-changing business landscape. I wanted to give marketers and entrepreneurs a cost-effective way to learn how to market their product or service. And I wanted these workshops and tools to be created by real marketers who are actually in the trenches, doing this marketing "thing" every single day—people who know what is actually working RIGHT NOW.

And I think we, as a company, have succeeded in delivering just that 😊.

In this special, all-encompassing Build a Testimonial Machine: Grow Your Business with Your Best Customers, you've most likely discovered by now that a steady and predictable stream of customers isn't going to fall out of the sky. So why sit back and wait for a good testimonial to simply land in your lap? In this workshop, ELITE Coach and Founder of Joza Marketing, Dave Albano, will guide you through gathering results-based testimonials and show you how to leverage them for maximum output. By the end, you'll have a system for churning out incredible testimonials. All that's left will be clicking that social proof into place.

Whether this is your first DigitalMarketer Workshop or your 13th, our goal is to leave you with proven, actionable lessons you can apply to your business immediately.

So settle in and commit your focus to learning the valuable lessons included in this workshop. I speak for everyone at DigitalMarketer when I say: you got this.

What are you waiting for? Let's get started!



P.S. If you're serious about not only advancing your career, but growing your bank account using DigitalMarketer's tools, templates, and tactics... then visit <https://www.digitalmarketer.com/lab-plus/> to learn all about our entire suite of products aimed at helping you grow your career and your business.

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MEET YOUR INSTRUCTOR



DAVE ALBANO

Dave is a dynamic and dedicated Digital Marketing Expert, Business Strategist Inspired Speaker and an Elite Coach with multi-million dollar DigitalMarketer. He's been on their Partner Advisory Board directly advising marketing legend Ryan Deiss, and he's also CEO and Founder of Joza Marketing, an online marketing agency that helps 6-7 Figure Businesses double their revenues In 12 months or less. As an in-demand Fractional Chief Marketing Officer (CMO), Dave helps you increase your leads, sales, and repeat customers all on auto-pilot. Learn more at www.JozaMarketing.com

Connect on LinkedIn: <https://www.linkedin.com/in/davealbano/?originalSubdomain=ca>

BUILD A TESTIMONIAL MACHINE

NOTES

Notes:

DISCLAIMER: The following notes are in order of the presentation. All fill-in-the-blanks come directly from the presenter's slide deck, in order of presentation. On the left side of the workbook, is an extra space to write any additional notes or anything the presenter says that "you need to write down."



MODULE 1 - TESTIMONIALS AND THE CVJ

- The _____ Principle: _____,
_____, _____.

- List the 6 Principles of Persuasion.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

- Testimonials are at the _____ and _____
stages of the CVJ.



*"The Yoda Principle: What is the simplest,
easiest, and most valuable problem to solve?"*

– Dave Albano

MODULE 2 - QUOTE TESTIMONIALS

- List the 7 Types of Testimonials

- _____
- _____
- _____
- _____
- _____
- _____
- _____

ANATOMY OF THE PERFECT TESTIMONIAL..



5

Made \$20,000 From One Email 2

Good news! I want to let you know that using just ONE simple strategy and email template you shared with me resulted in a \$20,000.00 sale. We couldn't be more thrilled with that result! 1

3 - Steph Tuss, CEO - Life is Now, Inc
Mooresville, North Carolina 4

1

2

3

4

5



"To get the perfect testimonial it should be results-based. That's why I refer to them as RBTs all the time."

- Dave Albano

MODULE 3 - HOW TO GET TESTIMONIALS

- List the 6 ways on how to get “The Perfect Testimonial.”

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

- The TRS Framework

- T - _____ of the _____.
- R - _____ the _____.
- S - _____ of the _____.



“With such great results, would you be willing to offer a video testimonial about your experience, so others can get the same value you did?”

– Dave Albano



MODULE 4 - OTHER TYPES OF TESTIMONIALS

- List the four ways on how to get an “Influencer Testimonial.”

1. _____
2. _____
3. _____
4. _____

Notes:

- List the five ways to get great reviews.

1. _____
2. _____
3. _____
4. _____
5. _____

- List the five things to do if you get NEGATIVE reviews.

1. _____
2. _____
3. _____
4. _____
5. _____

- “A Reverse Testimonials” What If...

- You were giving _____ a written declaration of _____, _____, or _____?
- You were giving _____ an _____ of _____, _____, or _____?
- A Reverse Testimonial is not a _____ story or a _____ but a Client _____!



“Testimonials help you create your content!”

– Dave Albano



MODULE 5 - USES OF TESTIMONIALS

- List Dave's Top Ten ways to use your testimonials.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



"The perfect testimonial is... results-based, specific, monetizable, easy to get, easy to deliver, and leveraged."

– Dave Albano

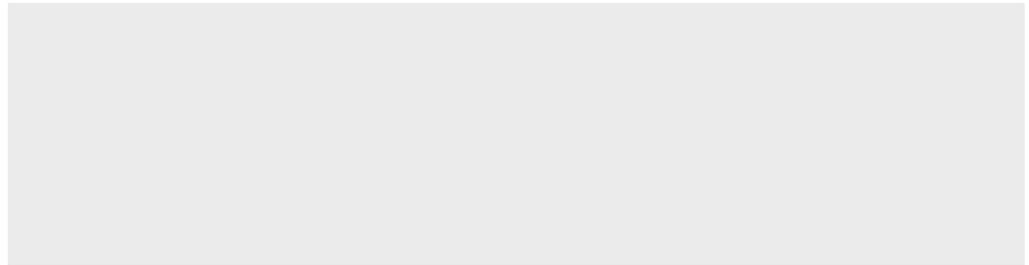


BUILD A TESTIMONIAL MACHINE

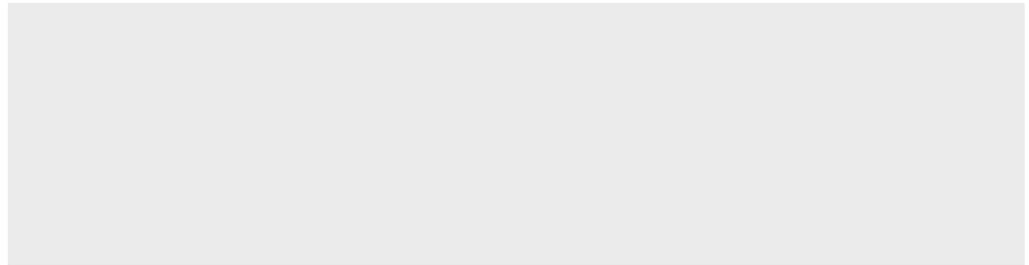
REFLECTION QUESTIONS

Notes:

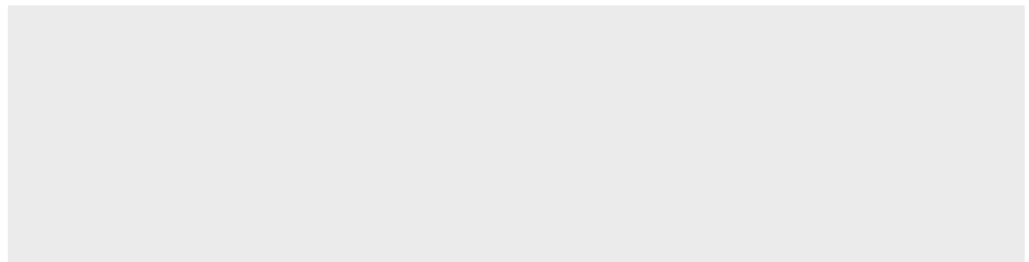
- Consider the types of testimonials. Which has been effective for you, as a consumer? Where have you seen them along your own buyer's journey?



- What are the top 3 influencers or thought leaders in your industry that you would love to get a testimonial from? How might you begin to nurture your relationship with them?

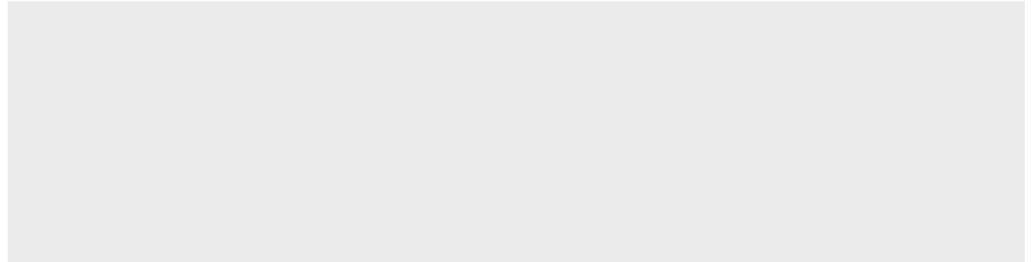


- What are some creative ways you can use testimonials beyond just putting them on your website or landing page?



Notes:

- Of all the different types of testimonials that Dave covered, is there a certain type of testimonial that you are currently not utilizing that you would like to try?



BUILD A TESTIMONIAL MACHINE

RESOURCE PAGE

Notes:



[The Ultimate Guide to DigitalMarketing](#)



[DigitalMarketer's Blog](#)

Get the latest tactics and tips in all things digital marketing by checking out our free blog!



[Playbooks: Getting Started with DigitalMarketer](#)

If this is your first time at DigitalMarketer, check out our main core learnings.

1. Customer Avatar Playbook
2. Customer Value Journey



[Certifications:](#)

Are you looking to get a deeper understanding of digital marketing concepts? Take a look at some of our digital marketing courses to take a deep dive into the pillars of digital marketing. Not sure where to start? Check out Digital Marketing Mastery that starts your journey as a "T-Shaped" marketer.

BUILD A TESTIMONIAL MACHINE

RESOURCE PAGE

Notes:

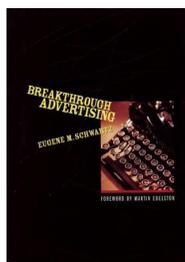


Podcasts:

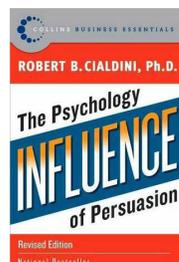
Check out our two free DigitalMarketer podcasts. [The DigitalMarketer Podcast](#) and [Perpetual Traffic Podcast](#). You can subscribe on all major podcast platforms as well as check out our library archive to listen to past episodes!

Dave's Favorite Books:

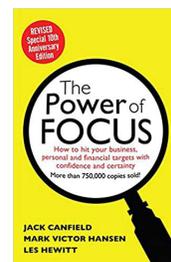
If you're interested in taking a deeper dive into some of the teachings, theories, and philosophies that have shaped Dave's marketing techniques and strategy here are Dave's Top 3 marketing books that he highly recommends!



Breakthrough Advertising - Eugene Schwartz



Influence - The Psychology of Persuasion - Dr. Robert Cialdini



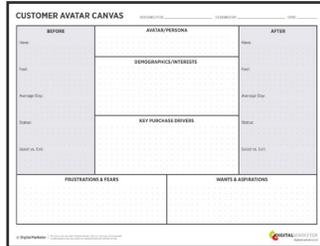
The Power of Focus (10th Anniversary Edition) - Jack Canfield, Mark Victor Hansen, Les Hewitt

BUILD A TESTIMONIAL MACHINE

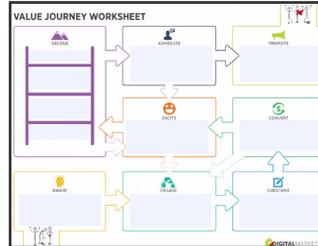
RESOURCE PAGE

Notes:

Extra Resources



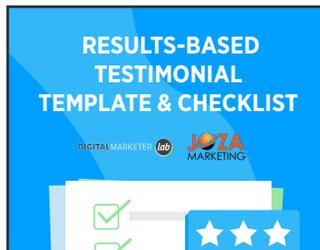
[Customer Avatar Canvas](#)



[Customer Value Journey](#)



[Results-Based Testimonial Script](#)



[Results-Based Testimonial Template & Checklist](#)



[Testimonial Getting Campaign](#)

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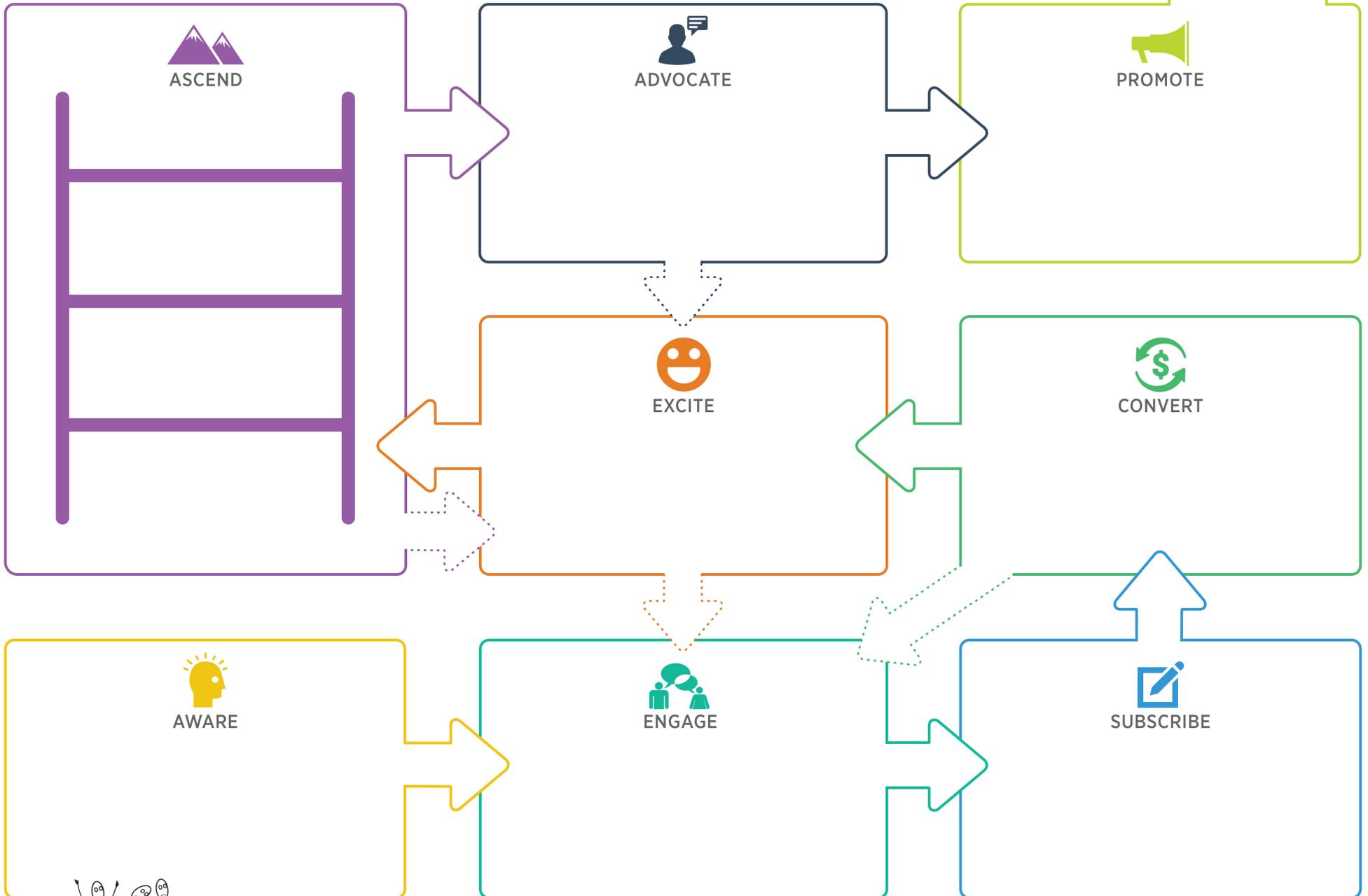
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CUSTOMER AVATAR CANVAS

DESIGNED FOR: _____ DESIGNED BY: _____ DATE: _____

BEFORE Have: Feel: Average Day: Status: Good vs. Evil:	AVATAR/PERSONA	AFTER Have: Feel: Average Day: Status: Good vs. Evil:
	DEMOGRAPHICS/INTERESTS	
	KEY PURCHASE DRIVERS	
FRUSTRATIONS & FEARS	WANTS & ASPIRATIONS	

VALUE JOURNEY WORKSHEET



RESULTS-BASED TESTIMONIAL SCRIPT

(Using the TRS Framework)

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RESULTS-BASED TESTIMONIAL SCRIPT

THE LAW OF SOCIAL PROOF

If enough people are doing something, we begin to perceive it as acceptable and potentially appropriate behavior for ourselves as well.

THE KEYS TO GETTING *MONETIZABLE* SOCIAL PROOF THROUGH TESTIMONIALS IS TO USE DAVE ALBANO'S TRS FRAMEWORK:



T - TIMING of the Ask

They should be in an Excited State with you, meaning they are turned on, “in love” or in the midst of positive feelings, realizing the great value of something your just produced for them, and they just expressed it on social, in an email to you, in person (best scenario), etc...

R - REQUEST the Testimonial (Video is Best)

When they are in this State of Excitement, simply say:

“With such great results, would you be willing to offer a video testimonial about your experience, so others can get the same value you did?”

i) If they say YES, move to Step 3.

ii) If they say NO, try to save it by saying:

“What if I drafted up something based on your results and email it over for your approval? This way it’ll take just a 20 second review for you... You get final say of course, and I’m happy to make any changes you suggest.”

This usually elicits a YES because it saves them from these common objections:

- Adding another task to their to-do list when they already have enough to do (adding unintended stress and overwhelm)

- Not having the time (related to above)
- Not knowing what to say
- Feeling bad for saying “No” to the bigger ask

Make it EASY for them to say YES!

Once a YES is received, move to Step 3...

S - SPECIFICITY of the Ask:

WHAT specifically happened? Coach them to give you Tangible Results. Use the points and questions below to guide you...

- Should be an experience in working together that produced a break through resulting in *quantifiable, measurable RESULTS*.
- Please be SPECIFIC and ideally, it should be relatable to everyone. *Are you able to use metrics that everyone understands?*
- Try to avoid using generalities like “Awesome” or “Skyrocketed our Growth” by themselves. As nice as these sound, can you descriptors like that *with Numbers* to quantify Results or Time?
- Which positive metrics *increased* and which negative ones *decreased*, and by how much over what timeframe?
e.g. Grew our Revenues by 30% in a Month! Reduced our annual Churn Rates by 15% resulting in \$300,000 More Revenue. Found 3 more hours in my day out of nowhere! Increased our Productivity by 30% in only a week. My site traffic jumped from 100 visitors a month to 1000 per day...
- For “soft” or more intangible measures, can you assign a 1-10 scale to it, or use time-bound or age-related comparisons?
e.g. My Stress Levels went from a 10 to a 2 using your Program. I have more Energy now as a 63 yr old than I did when I was 21!

HOW specifically were you using _____ (solution above)?

- Get specific examples here if possible. HOW did they get the Results above?
- Make it into a Case Study if you can...
- Looking for Struggle to Transformation

WHY specifically would you recommend it to others?

- Can others easily produce similar results?
- Was there a challenge that was specifically solved? (Transformation)
- Was it easy to do?

And THAT is the Testimonial-Getting TRS Framework that virtually guarantees you fantastic Results-Based Testimonials that you can leverage everywhere in your Marketing every time it is deployed...

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RESULTS-BASED TESTIMONIAL TEMPLATE & CHECKLIST

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RESULTS-BASED TESTIMONIAL TEMPLATE & CHECKLIST

PROOF TRUMPS ALL...

Testimonials are a subset of Social Proof, and there are several types, including:

1. Quote Testimonials
2. Influencer Testimonials
3. Reviews
4. Case Studies
5. Social Testimonials
6. "Reverse" Testimonials
(Client Spotlights)
7. "Silent" Testimonials
(Appearing with Influencers)

This Template & Checklist focuses on text-based QUOTE Testimonials, and following it will ensure you have the best Results-Based Quote Testimonial possible. We will even try to combine it with Influencer Testimonials for Greatest Impact.

Use this in conjunction with the Results-Based Testimonial Script to get your testimonial in the first place, then follow the Sample and Template below:

SAMPLE:



Made \$20,000 From One Email

Good news! I want to let you know that using just ONE simple strategy and email template you shared with me resulted in a \$20,000.00 sale. We couldn't be more thrilled with that result!

*~Steph Tuss, CEO - Life is Now, Inc
Mooresville, North Carolina*

Source: [JozMarketing.com/EmailTemplate](https://jozmarketing.com/emailtemplate)

FILL-IN-THE-BLANK TEMPLATE:



"Golden Nugget Title"

Insert your Client Testimonial Here.

Choose the best short & punchy "Golden Nugget" from the text and make it the title.

*~ Name, Position, Company
City, State/Province, Country*

CHECKLIST

Main Testimonial

Did you follow the Results-Based Testimonial Script to get a great testimonial? Ideally, it should be as specific and relatable as possible. Try to use numbers and metrics to illustrate tangible results.

"Golden Nugget" Title

Is there a piece of text you can "lift" from the main testimonial that will make a great title for the skimmers out there who will just scroll by without reading the detail? e.g. Grew our Revenues by 30% in a Month! Reduced our annual Churn Rates by 15% resulting in \$300,000 More Revenue. Found 3 more hours in my day out of nowhere! Increased our Productivity by 30% in only a week. My site traffic jumped from 100 visitors a month to 1000 per day...

Client Image

Do you have a professional image of your client who provided the testimonial? Publicly displayed images as on social media profiles or client websites are typically fair game to use without permission!

Signature Line

Who is the Testimonial from? Use their full name if allowed, with their position and their company for better credibility. Senior positions like CEO,

President or Founder are more credible. Better-known, popular companies are more credible. First Name, Last Initial or "Anonymous" are ok options if they are uncomfortable allowing their full name, position, or company.

Location

Add in City, State/Province of the company location for even more trust and credibility that this is a real person in a real location. Add in the Country if you are trying to appeal to an international audience or if the City by itself is largely unknown.

Influencer Check

Is your client a well-known influencer in your industry that your prospects respect and look up to? These can make the most powerful testimonials of all, but use a good mix of non-influencer clients that your prospects can relate to as well...

Sample Review

Draw upon these examples for clarity and inspiration:

[JozMarketing.com/Testimonials](https://jozmarketing.com/testimonials).

Notice what was "lifted" for the Golden Nugget titles, and how the formatting follows the template above. Create yours the same, and you'll be on your way to more Leads, more Sales, and more Authority!

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TESTIMONIAL GETTING CAMPAIGN

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P.S. _____

TESTIMONIAL-GETTING CAMPAIGN

No matter what you're selling you NEED testimonials, they're peer-to-peer social proof and the ultimate sales tool. But there is a problem... MOST people are far more likely to reach out to you to complain than they are to thank you, ESPECIALLY if you're most of your "selling" happens on-line.

So how do you get testimonials and not just "generic, 'I enjoyed it you XXXXXXXX' or 'thanks, it was good' or 'So and so is great'" kinda junk but real objection overcoming testimonials?!?

That's exactly what this campaign is designed to do! So let's check out the emails in the "testimonial getting campaign"...

TESTIMONIAL EMAIL #1:

Subj: Congratulations [FIRST NAME]!

Subj: Did this happen to you too?

Hey [FIRST NAME],

Wow, I'm completely blown away by the success stories that have been coming in from [PRODUCT/SERVICE NAME].

In fact, here are a few that I've recently received:

[TESTIMONIAL SCREENSHOT]
[TESTIMONIAL SCREENSHOT]
[TESTIMONIAL SCREENSHOT]
[TESTIMONIAL SCREENSHOT]

As proud as I am of their successes... something is missing.

What's missing?

YOU are!

Yes, I want to celebrate YOUR success as well - so could you share your experience with [PRODUCT/SERVICE NAME] so far?

I'd love to hear from you right now:
[LINK TO FEEDBACK/TESTIMONIAL FORM]

Thanks again!

Talk soon,
[YOUR NAME]

TESTIMONIAL EMAIL #2:

Subj: [FIRST NAME] can I share your story?

Subj: Can I interview you?

Subj: [FIRST NAME], Become famous on [AUTHORITY/PRODUCT SITE]

Hey [FIRST NAME],

I'm looking for [CLIENTS/STUDENTS/MEMBERS/ETC] to feature on [AUTHORITY/PRODUCT SITE] and I wanted to see if you'd be interested...

You're getting this email (and opportunity) because you [PURCHASED/JOINED/ETC] [PRODUCT/SERVICE NAME] and I want to hear about your experience...

I'd like to hear your story AND maybe even share it with others (with your permission of course)!

So, if you want to share your success story here's what you need to do:

1. Make a quick video about how [PRODUCT/SERVICE NAME] helped you [ACHIEVE DESIRED END RESULT -OR- GENERIC "CHANGED YOUR BUSINESS/LIFE/MARRIAGE/ETC.]
2. Upload your success story video to YouTube
3. IMPORTANT: I need you to include [PRODUCT/SERVICE NAME], [#1 KEYWORD PHRASE] or [YOUR NAME] in the title of the YouTube video.
4. IMPORTANT: I also need you to include this link in the video DESCRIPTION: [LINK TO YOUR SALES PAGE/PRODUCT PAGE/AUTHORITY SITE]
5. Tell me who you are and where I can find you video by filling out this form and officially "submitting your entry":

[LINK TO TESTIMONIAL CAPTURE FORM]

Don't worry about creating a "professional video"... you can literally use your phone. I just want to hear your story!

If you just CAN'T create a video don't worry I'm not going to keep you from sharing!

You can post your written testimonial to my Facebook page here:

[LINK TO FACEBOOK PAGE]

Whether you post your video or written story - PLEASE be specific!

I want to hear what exactly you've learned, experienced, and results you've achieved from using [PRODUCT/SERVICE NAME].

Thank you for your support and I can't wait to hear your story!

Talk Soon,

[YOUR NAME]

TESTIMONIAL EMAIL #3:

Subj: [FIRST NAME] has [PRODUCT/SERVICE NAME] helped you?

Subj: [FIRST NAME], have I helped you?

Subj: How many stars would you give [PRODUCT/SERVICE NAME]

Hey [FIRST NAME],

I have a quick question for you...

Has [PRODUCT/SERVICE/MEMBERSHIP NAME] helped you [ACHIEVE DESIRED END RESULT -OR- GENERIC "CHANGED YOUR BUSINESS/LIFE/MARRIAGE/ETC.].?

Hopefully you said: "YES!" and if so I want to know more about your success.

1. Make a quick video about how [PRODUCT/SERVICE NAME] helped you [ACHIEVE DESIRED END RESULT -OR- GENERIC "CHANGED YOUR BUSINESS/LIFE/MARRIAGE/ETC.]

2. Upload your success story video to YouTube

3. IMPORTANT: I need you to include [PRODUCT/SERVICE NAME], [#1 KEYWORD PHRASE] or [YOUR NAME] in the title of the YouTube video.

4. IMPORTANT: I also need you to include this link in the video DESCRIPTION: [LINK TO YOUR SALES PAGE/PRODUCT PAGE/AUTHORITY SITE]

5. Tell me who you are and where I can find you video by filling out this form:

[LINK TO TESTIMONIAL CAPTURE FORM]

Don't worry about creating a "professional video"... you can literally use your phone. I just want to hear your story!

If you just CAN'T create a video don't worry I'm not going to keep you from sharing!

You can post your written testimonial to my Facebook page here:

[LINK TO FACEBOOK PAGE]

Whether you post your video or written story - PLEASE be specific!

I want to hear what exactly you've learned, experienced, and results you've achieved from using [PRODUCT/SERVICE NAME].

Thank you for your support and I can't wait to hear your story!

Talk Soon,

[YOUR NAME]

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