

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 the 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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