RESULTS-BASED TESTIMONIAL TEMPLATE & CHECKLIST

DIGITALMARKETER **lab**

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: JozaMarketing.com/EmailTemplate

FILL-IN-THE-BLANK TEMPLATE:

"Golden Nugget Title"

Client Image

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: JozaMarketing.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!