

TESTIMONIAL GETTING CAMPAIGN

DIGITALMARKETER 



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.]

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

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

Talk Soon,

[YOUR NAME]

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