

“How To Get The Most Valuable Testimonials”

The best testimonials use powerful before and after contrasting imagery to stimulate and excite desire.

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.

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

Step Two: Most People Know It's Not A Straight Journey To Success.

For instance, the weight loss journey is full of ups and downs until, finally, success is achieved.

Most people experience ups and downs, trial and errors without having cracked the success code. A good testimonial offers a success code (how they did it) for the reader/viewer. And the clearer this success code is, the greater the desire towards wanting the same results too.

When you think about it, almost all stories and nursery rhymes, we're told as children, and most 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.

Key Questions To Ask:

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?

Quick Template Script To Create A Video Testimonial For MVS

1. Lead With An Attention-Grabbing Headline Or Hook Statement

e.g. Even My Kids Were Impressed With My First Video (And It Only Took Me 15min To Make!)

e.g. So Easy – I Can't Believe I Put This Off For So Long!

e.g. Wayyy Better Than Trying To Learn From YouTube!

2. Describe Your Before & After Story

e.g.

When I first heard about this training, I felt _____

But I decided that _____

During the workshop, I learnt _____

It felt _____ to finally _____

The best part was _____

Because _____

3. Results

e.g.

Now I can _____

I no longer feel _____

And I will use this in my business to _____

I would recommend this to _____

TIP: Stuck? Try writing your story and results section first, then decide on a headline/hook 😊