

"A-Ha!" Testimonial Cheat Sheet

Spreading gratitude AND gaining visibility with compliments that count!

Testimonials are especially powerful in the social media realm. Here's how to get (and give!) testimonials that showcase strengths and results in the best possible light!

- 1.** **"WHAT** is testimonial giver's name, title, business, city, state, and website?" *You don't have to have all of this, but full name is a must. More info makes the testimonial more believable.*

- 2.** **"WHAT** was the situation, problem, or challenge?" *Get this for longer-form testimonials. For example, "I had tons of ideas about how to market my business, but I didn't know where to start. I was overwhelmed, and because I couldn't get it together, my business was in serious trouble."*

- 3.** **"HOW** did your business help your customer/client?" *For example, "I had a Power Summit with Epiphanies, Inc., and they helped me get focused and figure out a plan of action." Or, "I bought the Amazing Fitness App two weeks ago and it's totally transformed my workout routine."*

- 4.** **"WHAT** tangible results – in numbers, dollars, or percentages if that's relevant, or in compelling emotions – did your client/customer see from working with or buying from you?" *For example, "In three months, I'd turned my business around. I doubled my income, and at the rate I'm going, I'm going to have to hire an assistant to keep up with the demand." Or, "This app made integrating exercise into my life so easy, I feel less stressed and get way more out of my workouts!"*

Gratitude – it's the gift that keeps on giving!