



# **The 3 Key Components**

**You Must Get Right To Sell Online**

## **The Landing Page: Testimonials**

The First Thing Prospects  
See If They Scroll Down  
Will Be This Section

Powerful Testimonials Will  
Motivate Them To Continue

# Testimonial Guidelines

- You do need to ask for them (email, video interview, text, Facebook, etc.)
  - In response to completing some milestone or step
  - Right after purchase
- Testimonials to consider posting (if you can be picky)
  - Emotional component or emotionally driven
  - Those that talk about benefits (your benefits)
  - Those that overcome objections (easy, simple to follow, etc)
  - Mentions your Primary Promise or UM
  - Someone famous/trusted in the field (with caution. Don't hitch your wagons!)
  - Look for words like, "finally", "for the first time", "Never before"
- You can use testimonials from other products/services. ("What past students are saying about us")
- Start a folder that you can pull from as needed
- Include proof the person is real (name, location, photo, video)
- Use quotation marks

# Testimony Examples

“I just wanted to thank you for these awesome courses. At the start of last year I did your guitar course. It was fantastic and I learned so quickly. Within 6 months I was on our church's worship team and really putting my new skills to work.

“This is so awesome. I can't calm down but will and get back to lessons and see what else I have coming. Thank you and thank God I have found what I have been looking for.

“I have learned more from you in 30 minutes, than in 2 years of piano lessons!”

# Testimony Examples

“I'm exciteeeeeed!! This morning after I played my first song from the list of 25, I dropped my guitar, picked my nephew out of his walker and danced round the room. I couldn't believe the sound I heard came from my guitar.”

“I am really happy with my worship course. I started with the “Worship Guitar Fast Track “ and I feel like I have been taken classes in the best academy ever and I think is the case :”

“Hi! A truly fabulous course! Every Summer for years i have pulled out my Dusty old guitar and tried to play a few (very few) chords, never seeming to get anywhere. With your method, in Just a few days i have truly learnt more than ever before.”

# Some Testimonial DON'Ts

- Don't post if you don't have permission.
- Don't post without a name or some proof it's real
- Don't post outrageously rave reviews.
- Don't post ho-hum testimonials.
- Don't post reviews that thank you for the low price

