

HOW TO GET GREAT TESTIMONIALS

How to get great testimonials and the best way to use them.

A high percentage of people often read or listen to other people's experiences first BEFORE buying a product or service, which is why having great testimonials is an important element to your business.

Most people are more than happy to put some feedback in writing when you've made a big difference in their life. The problem is they don't always know what to write so asking them to include particular information will be helpful to both them and you!

Here's what to do:

In order for your client's feedback to be a great testimonial it will need to include 'before and after' details.

For example, how their dog pulled them down the road and the walk was a nightmare before they had the consultation with you, and how their dog walks nicely by their side and the walk is an enjoyable experience after your consultation.

The more people explain how their life was affected by their dog's unwanted behaviour beforehand and how it's a much brighter picture since working with you the better.

The testimonial doesn't need to be very long, a few paragraphs that focuses on the main points work well.

Here's what to ask a happy customer to include in your testimonial.

Ask them to include what particular areas they were having problems with, what it felt like and how it affected their life before your consultation and how these areas have now changed and how they now feel.

Ask them also to include whether they would recommend you.

People often add that you are a nice person, that you are friendly and easy to get on with etc. which is naturally good for future customers to read. However, new clients want RESULTS and want to know that you could have the answer to their problem, which is why the testimonial is focused on the positive changes and outcome.

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Short video testimonials can often be even more powerful than written testimonials. Filming a happy customer on your phone or pocket video camera (remember to give them guidance as to what to include) and putting it on your website can be extremely effective.

How to best use a testimonial.

- You can use part or all of it (depending on the quality of the testimonial and how long it is).
- Ensure that you include their first and last name plus the town and county/state they are from – this makes it a very credible testimonial.
- If you can get a photo of them and their dog/s to put with the testimonial – even better.
- You can have a testimonial page on your website – I'd wait until you have 3-4 testimonials before you create this page.

BUT,

- In between, or as well as, include the testimonials on your 'services page/s'. For example your home and telephone consultation pages.

Here are examples of some of my testimonials:

Thank for all your help with Benji, we are getting on so much better now, he is a different dog, thanks to you. I will always recommend you to any of my friends that have a doggy problem. He sleeps every night in his cosy bed now and readily eats his dog food, I no longer have the stress of getting him to eat or sleep.

Benji rarely barks at cars now which is a big improvement and doesn't get overly excited when the doorbell rings. Benji no longer craves constant attention and is all together a much happier, calm and contented little dog. I am very pleased with his progress. Many thanks.

Angela Newman, Lewes, Sussex

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I just wanted to say a big thank-you for training us and Nelly & Doris. We can't believe the changes! Doris has gone from a hyper, barking, dog hating puppy, following me around everywhere, to a calm, dog liking puppy! Nelly has gone from a timid, nervous dog scared of paper (!) to be much more relaxed and friendly.

We are thrilled at the outcome and great approach you've had towards us and our dogs and would advise anyone to do this training. Thanks again.

Jill & Leigh, London

I just had to write to say thank you. Since your visit I have got my lovely dog, Bonnie, and my life back! Peace reigns! Your technique works like magic, it is a miracle! (and worth every penny!) I couldn't be more pleased.

Rose Pattenden, Crawley, Sussex