

The Four **TESTIMONIALS** You Should Be Using **To Get More** **SALES**

Welcome!

Why Use Testimonials?

1. Demonstrate your success.
2. Enable other people to sell for you.
3. Builds trustworthiness.

Four Types of Testimonies

1. Trust-Builder Testimonies

Why?

Use these testimonies with cold traffic to help build trust with people.

When?

Prospect attraction tools, Sign up pages, high ticket sales

Examples

"I'll be honest. I was skeptical. I was really skeptical about Scott's offer because I've been doing this full time since 1997. I sold over 70,000 products online. I had over 500 people on recurrent billing before, and I thought, does this guy really got anything to say that's unique or different or that can really help me sell more memberships now? I have to say, number one, I was blown away with the training, very detailed. He's very hands-on, and, yes, I learn and discovered a lot of things that I can immediately apply. It really blew me away. I also got a welcome call as part of my purchase. I thought, oh, it will probably just be a sales pitch or something, or he won't give any information. I actually held nothing back. There was no pitch, and he was absolutely awesome, phenomenal, and gave me some really great, great, great techniques.

If you are skeptical or you're holding back or you aren't sure it's a good investment of your money, I understand. I researched it extremely thoroughly before I purchased, but I have to say it is a fantastic investment of money and I'm very pleased with it. I can say with 100% certainty you will be, also."

- Marlon Sanders

What I love about Scott is he has like the best heart in the world. He's an awesome human being. And he has such a wealth of knowledge in the marketing space and not just marketing, he has provided me advice and mentorship around the operations piece of our business. He's been like my secret weapon. I keep him in my back pocket and call him up and talk to. And so anyone who's out there that really runs a business and you want to create a better business, to impact more lives.

You've got to have a conversation with Scott. It's been an absolute pleasure and I can't recommend him highly enough for any business owner that wants to take their business and really their life to the next level.

So thanks Scott for everything that you've done for us. And I really look forward to us continuing our together.

- Clint Salter

Four Types of Testimonies

2. Believability Testimonials

Why?

Use these testimonies when you're making a specific claim.

When?

Sales pages

Examples

“In just 24 hours our membership conversions went from 14% to 71% with one simple tweak that Scott made.”

Bill Heid, President Heirloom Audio



Brooke Elder

9 hrs

Have to give a huge shout out to Scott. I just finished his 4 day email series. During the four days I got 32 new subscribers. That's almost 400% more than I usually get adding over \$2000 per month in revenue just in four days!!! I was a little skeptical at first but Scott really knows his stuff. Can't Thank you enough!



Scott Whitaker

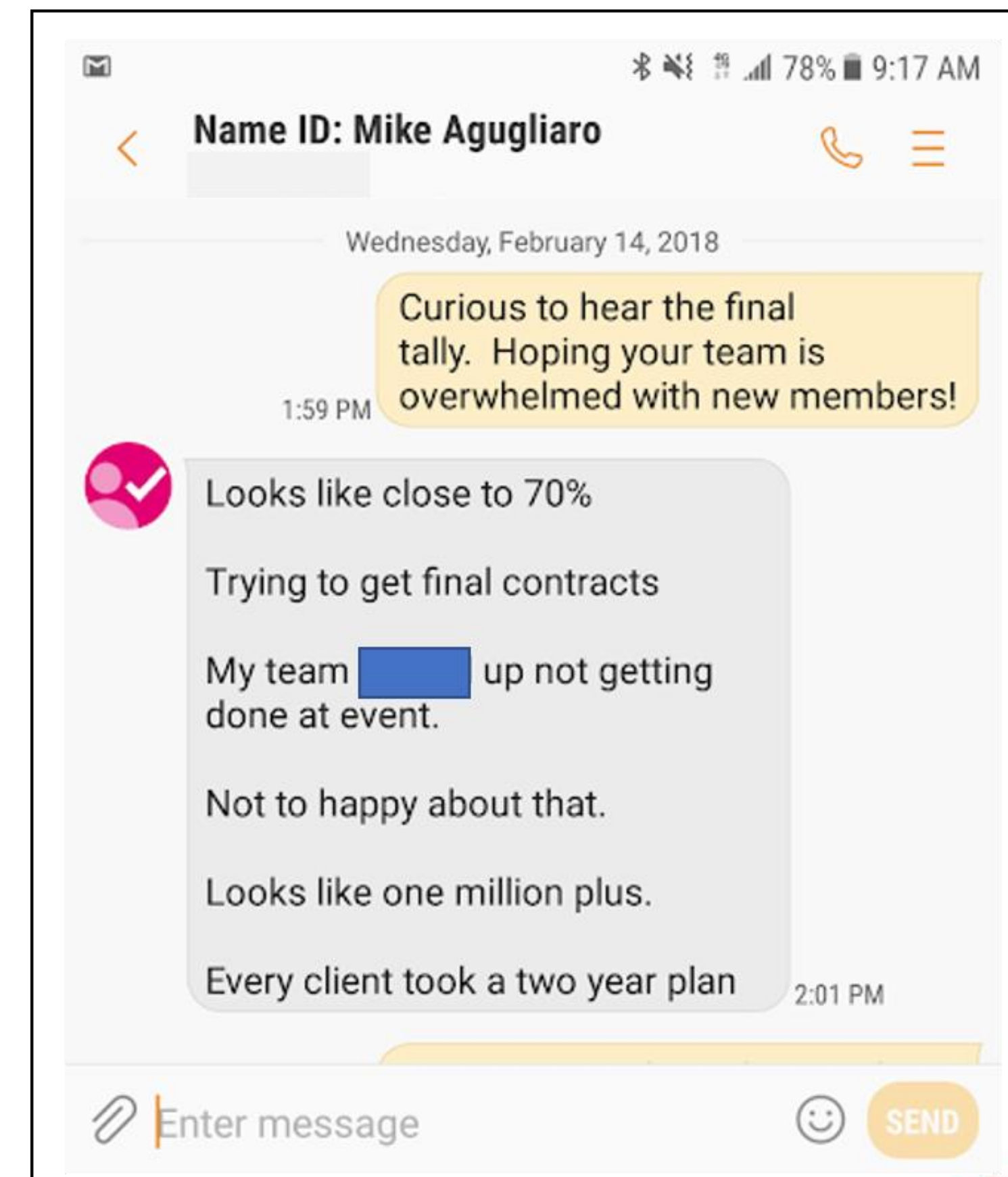
2 Comments Seen by 24



Lisa Coulson

New Member · 31 mins

Watched the Crafting Emails Masterclass. Crafted an email. Immediately got 5 call bookings. Thanks!



Four Types of Testimonies

3. Proof Testimonials

Why?

Use these testimonies when you need to demonstrate proof.

When?

Sales pages, Sign up pages

Examples



Crystal Thies

New Member · 22 hrs

So, [Scott Whitaker](#) pushed me last week to do the 4 Day Membership Generator and asked me to share my results.

I only promoted this to my existing list of 1463 plus a little word of mouth to some key partners and a networking group I belonged to.

I had everything already set up except the second, never before offered bonus. I duplicated and made a few tweaks to the existing membership landing page, but didn't build anything new. For the extra bonus, I went with a live webinar for the new members which is easy to pull together after the campaign - and will also be good content to add back into the membership as a recording.

The overall campaign was a roll back to my original Founding Member price (\$25/month) to celebrate the success of one of the Founding Members - so there was a significant discount that will carry forward. They also got the original Founding Member bonus which is a free LinkedIn profile review for which I charge \$100. Surprisingly, very few of the original Founding Members claimed this bonus so it will be interesting to see if the new people do.

There were a few stragglers that got in after the deadline. One of the people in the Pacific time zone ran into a technical issue in trying to sign up within the deadline, but I was asleep and didn't want to fault him for that. It took a few hours first thing in the morning to fix that and I hadn't gotten around to taking it down because I needed him to be able to test and sign up. A few popped in while we were working through that.

In total, I got 17 new members through the campaign which will be \$425 per month going forward.



Adams Hudson

January 9 at 10:43 AM

Wanted to update you on the Membership effort at LMRA that you handily helped critique. As you may recall, the former version was - in a nice way - godawful.

Also, membership was on a steady, trance-inducing decline. Yet the new effort following your suggestions produced:

1) **221 new members.** This after 4 years of sliding downhill. Plus, the group and the new members are excited!

2) **Renewal rate** zoomed to 84% (a 26% improvement)

3) **'Ex member' goldmine.** This group had said 'no thanks' 3-4 times in a row, yet now renewed at a 22% response rate. All due to improved copy points.

4) **Tiered Pricing** moved AVERAGE membership dues UP by nearly 60% per member! The 'old' way was stuck, but by adding value (at zero cost to us) members flocked to higher prices. Honestly, like found money.

My main takeaway: The methods you advised work! This, plus greatly improved persuasion points made a huge increase in results. Anyone willing to change could do this. Many thanks Scott!



5

4 Comments

Four Types of Testimonies

4. Differentiator Testimonials

Why?

Use these testimonies when you need to demonstrate that you're different from other options.

When?

Sales pages, Sign up pages, High ticket sales

Examples

I learned more about assimilating members from one day with Scott than I have from entire multi-day seminars devoted to the topic. From the strategic reasons to take specific actions to practical examples of the strategies in action, Scott can walk you through the complete process. Seriously, if you want more members and you want to retain them, listen to Scott!

John Laird, MDC



Accelerate: How to Get Your Next 10, 100, 500, or Even 1,000 Members

★★★★★ Just in time!

By Magda I Castaneda on May 18, 2019

This book arrived just in time! I just started my membership after many years of not even considering it because all I could think of was: "I have to entertain and give a lot of content every month to be able to keep my members." After reading this book, I realize that that doesn't have to be the case. I appreciate how the author actually addresses this concern and the system he teaches to have a membership that's constantly growing and has great retention. I really enjoyed the book and already started to implement some of the strategies listed in it!

Images in this review

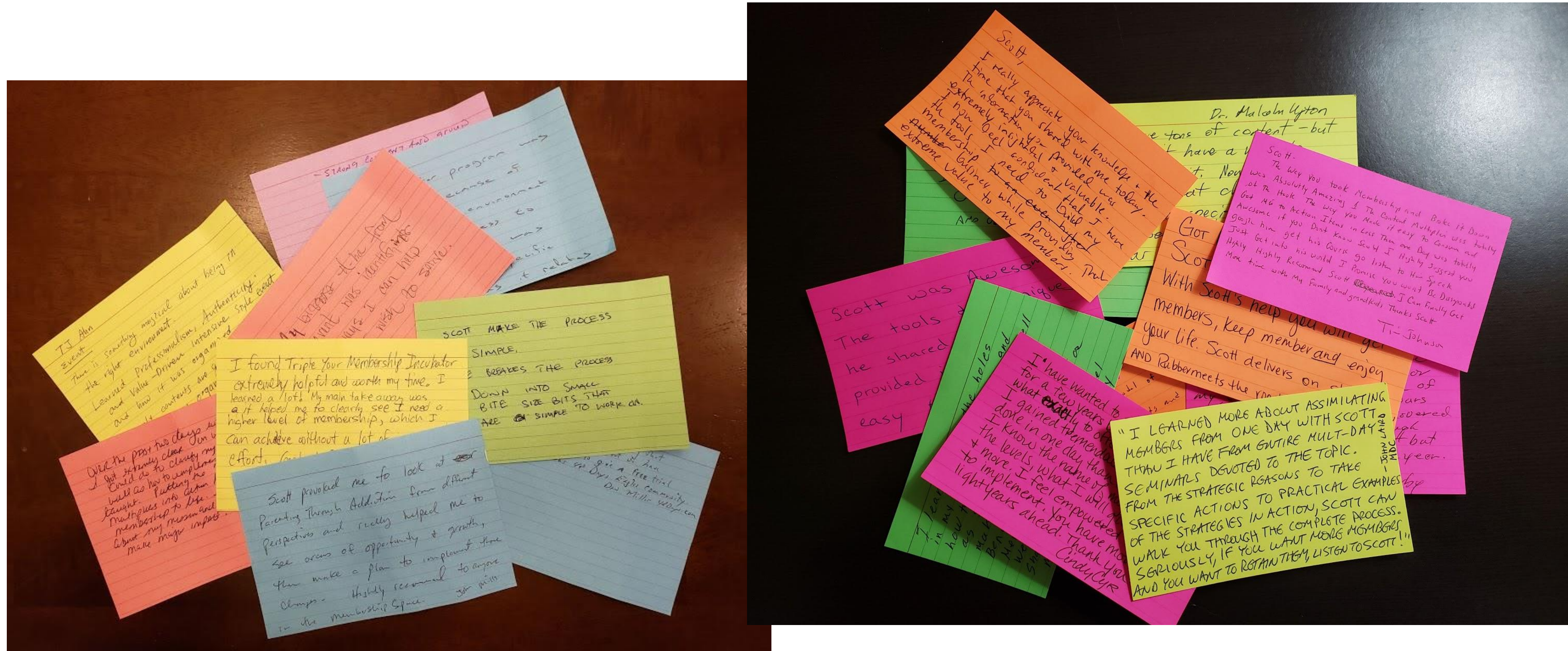


What if you don't have any testimonials?

Ask!

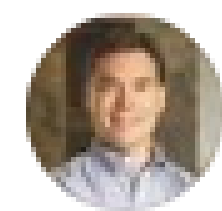
How to Get Testimonials:

1. In-person Events



How to Get Testimonials:

2. Facebook Posts



Jay Henderson

Yesterday at 1:10 PM



Just finished Scott's Virtual Training today on the 4 day generator. So glad I decided to join you for that! It's great Clarity and Tools to make the job easy! Thank you, Scott and John!! Looking forward to launching now.



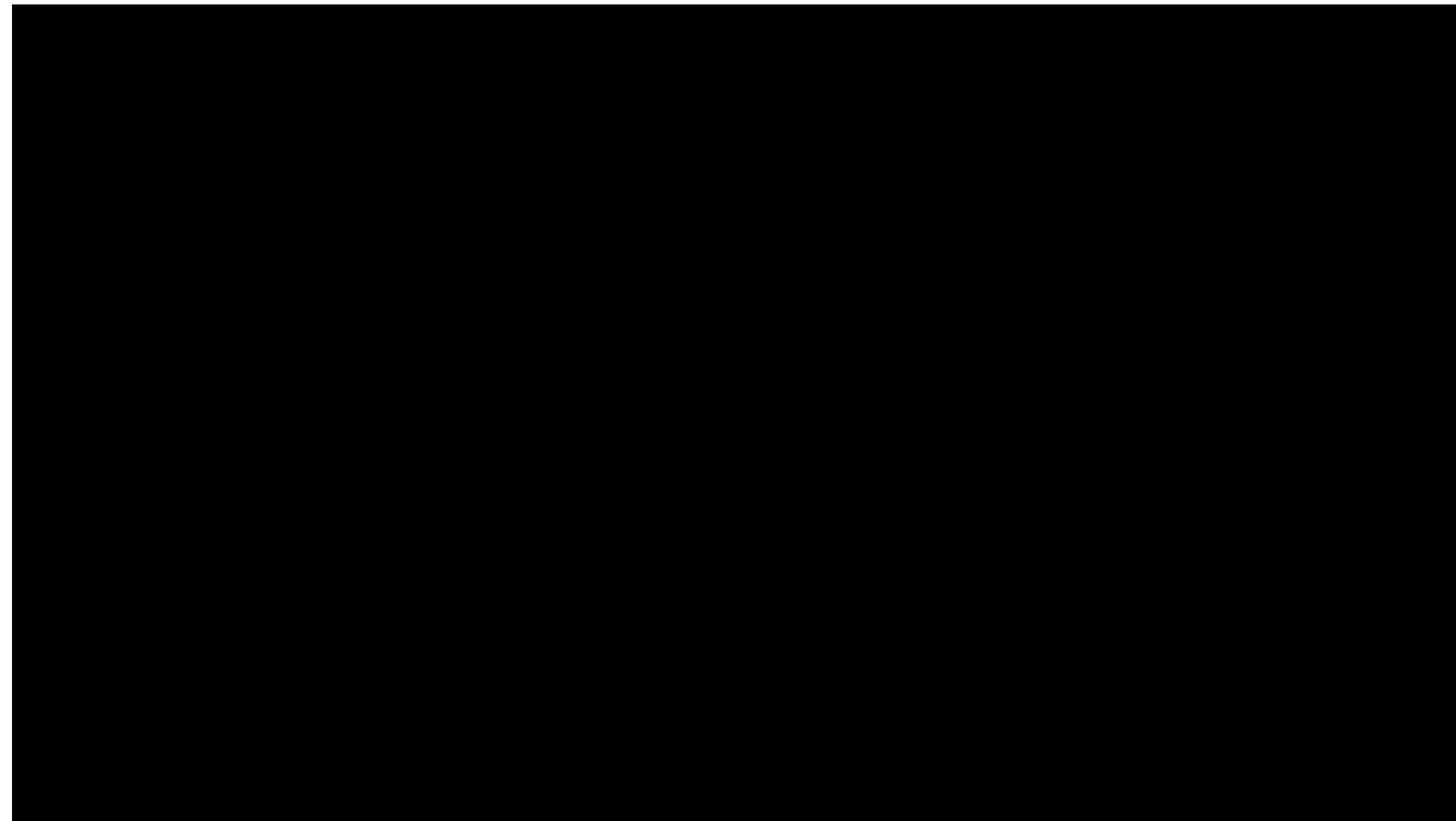
You, Kim Phillips, John C. Donahue and 2 others

1 Comment



How to Get Testimonials:

3. Videos

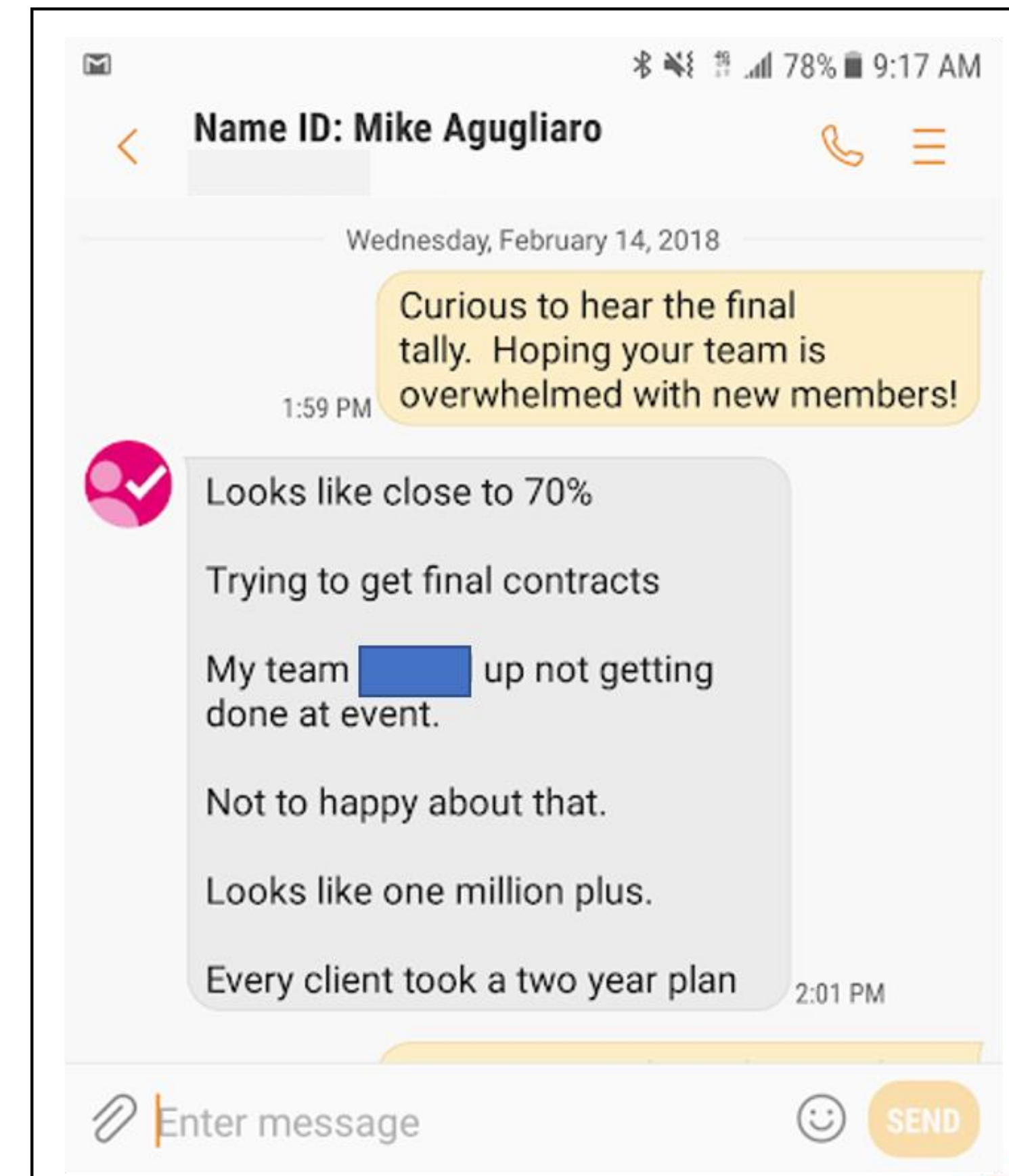


How to Get Testimonials:

4. Conversations

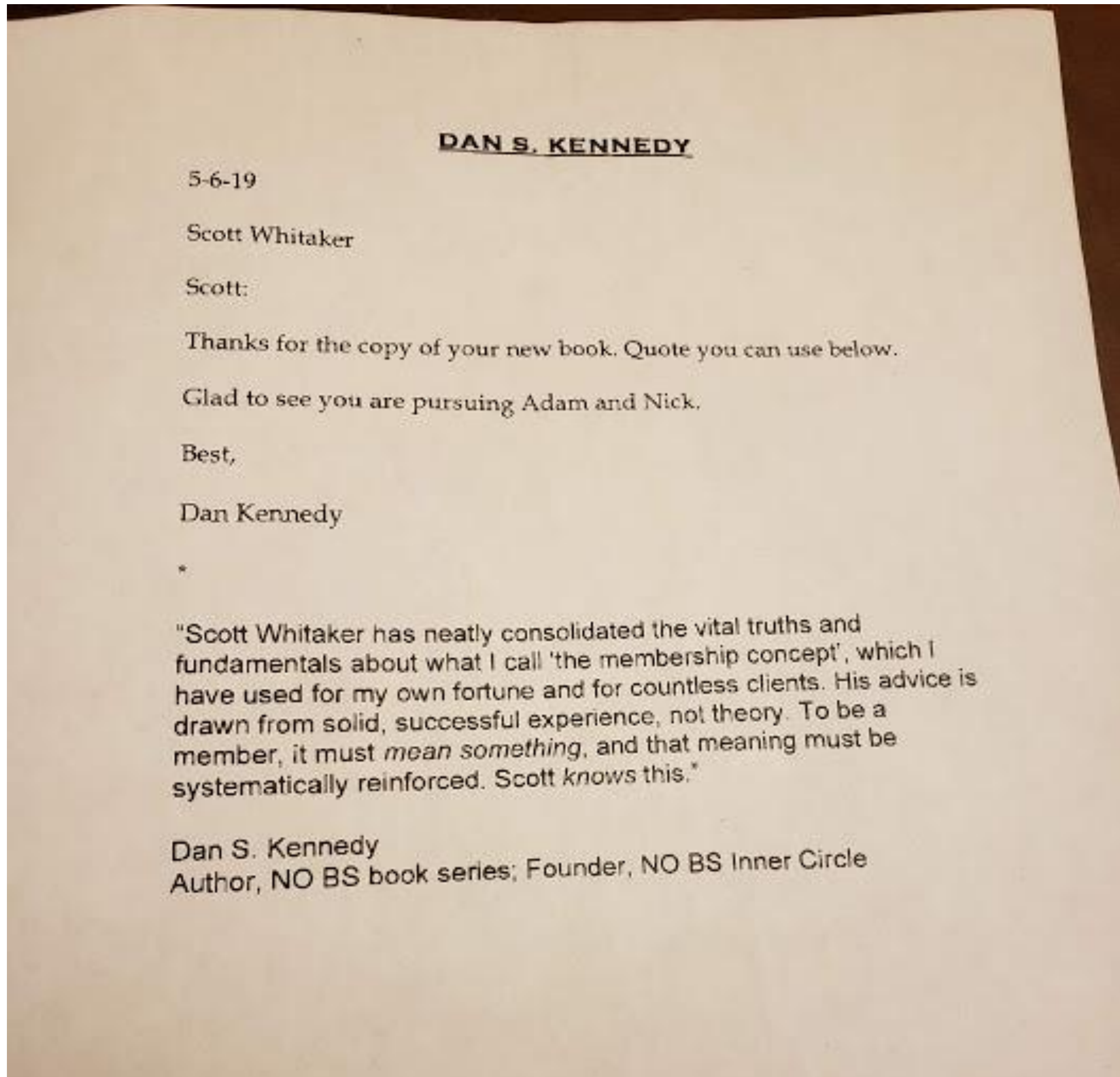
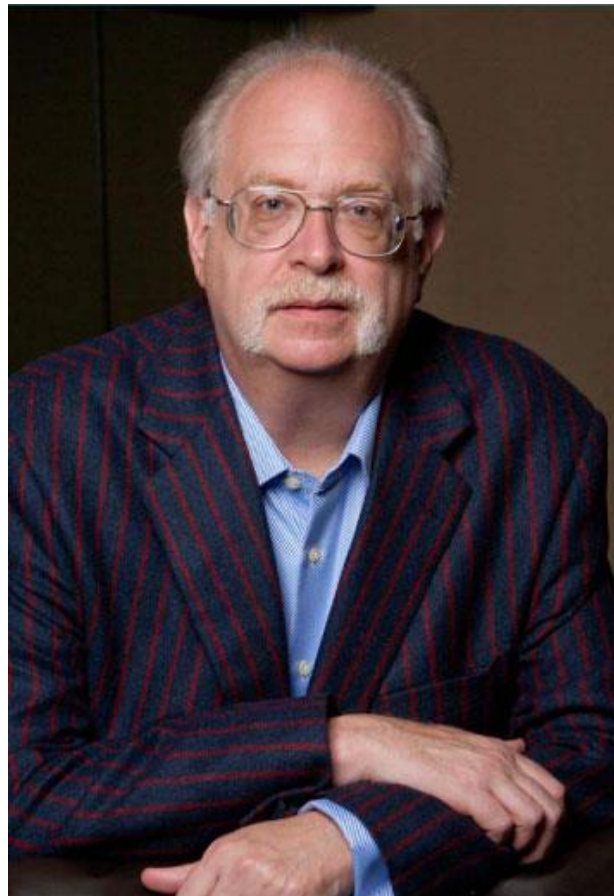
I just sold over \$7,000 with my July 4th special.

- TJ Ahn, TJ Ahn Consulting



How to Get Testimonials:

5. Pictures



How to Get Testimonials:

6. Email

Scott,

Thanks - this is awesome! I did a webinar on Nov 14 - we brought in 194 new members. From our CyberMonday sales we sold a ton of product and added another 58 new members.

Stay Inspired,

Dan Miller

48 Days LLC, Creative Thinker

www.48Days.com

www.48DaysEagles.com

"The best way to predict your future is to create it."

How to Get Testimonials:

7. Repurpose to other media

Video – Transcribed

Facebook Posts – Pictures



How to Get Testimonials:

7. Repurpose to other media

Video – Transcribed

Facebook Posts – Pictures

Video – Webinars

Text – Memes



"I appreciate the work we did in the All-New S.E.L.L. System program. The strategy to attain new customers without having to use FB Ads is priceless!"

LAMONT STEPHENS

How to Get Testimonials:

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What if you don't have any testimonials?

Ask!

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**Workshop
Time!**

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**Power
Multiplier**

Google Doc!

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Your Checklist:

- ✓ Who can you ask for a testimony?
- ✓ Create your Google Doc.
- ✓ Where do you need to add testimonies right now?

The Four **TESTIMONIALS** You Should Be Using **To Get More** **SALES**

BONUS:

1. Thank people!
2. Give other people a testimony.

Post in the Facebook Group:

**[www.Facebook.com/groups/
membershipmarketers](http://www.Facebook.com/groups/membershipmarketers)**

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Q&A

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