



Alternative Health **Digital**
Marketing for the *Health and Wellness* **Industry**

TESTIMONIALS [TEMPLATE]

Here's how to coach your happy customers what to say and write on their written and video testimonial.

- Testimonials are very important for establishing trust with new customers.
- New customers like to focus on how they can join your other existing, satisfied customers when they work with you.
- Keep it simple. 3 keys points is all you need.
- Request both a video and written testimonial.
- Videos are very convincing.
- Keep the video to about one minute, and after you receive it, put on SUBTITLES.
- Encourage your person to be authentic, and not be afraid to share how their working relationship with you affected more than just their financials.

[FORMAT FOR TESTIMONIAL]

Sentence/point #1

Before/After:

Say how much you improved, what it was like before working with [you] and what it's like now. Be exact. Tell and show HOW QUICKLY IT HAPPENED, give an exact time amount.

Focus on measurable, tangible RESULTS, not compliments and feelings. If you have case results, say them up front.

Sentence/Point #2

PERSONAL STATEMENT:

PERSONALIZE your experience.

Share something unique about [THEIR PROBLEM] and about how [you] are an expert in helping with this very specifically identified [industry issue].

Sentence/Point #3

SAY SOMETHING NICE/CHARACTER REFERENCE

Finish by saying something nice about [your] character.

Lastly, they recommend [your company] as an asset.



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