

CAPTURE
REQUEST
IMPORT

COLLECT



TESTIMONIALS

THE COMPLETE GUIDE

REVIEW

TAG
SORT
EDIT

EVERYTHING YOU NEED
TO KNOW ABOUT
COLLECTING AND
USING TESTIMONIALS
ON YOUR WEBSITE

DISPLAY

FORMAT
UPDATE
MAINTAIN



CONTENTS

3

WHY.

YOU SHOULD BE USING
TESTIMONIALS

HOW.

A LEADER IN THE INDUSTRY USES
TESTIMONIALS IN HER BUSINESS

13

21

WHAT.

YOU CAN DO TO GET
TESTIMONIALS ON AUTOPILOT

11 Effective Ways You Can Boost Conversions Using Testimonials

 thrivethemes.com/testimonials-boost-conversions/

If you've read my stuff, you know I write longhand. I want to provide you with original and useful articles. It's well worth your time to read this article, but don't take my word for it - here's Andrew:

“

Simple and actionable advice

Thanks Jay for the wonderful example websites! Always great to see **'real-world' examples** in articles written to help others complete a difficult task.

Andrew

“

Testimonials can turn your most skeptical visitor into a subscriber.

They can turn you from complete unknown into trusted authority in seconds.

They can transform a quiet webpage into a festival of conversion.

But if you're like most marketers, you don't collect testimonials and you don't have a plan in place to use them.

At best you've collected a few and stored them onto a [separate testimonial page](#).

Collecting testimonials only to hide them on a page somewhere is like getting an amazingly smart business suit and storing it in your closet. Forever.

Sure, once in a blue moon someone may wander to your testimonial page to have a look. They might even enjoy what they see.

However, the value and power of a fabulous suit is only in other peoples' eyes. It's no good hidden in your closet.

So, as Barney Stinson would say, it's time to suit up.

Let's put those testimonials to work!





Outsourcing the Risk of Choosing Wrong

What is it that makes a testimonial so effective? It is, after all, just a piece of copy.

It can illustrate how pleased a person is with their purchase or how well your content is received.

Which is nice, but not enough to sway our decision.

A testimonial's true power comes from [social proof](#) - the idea that others, real people, have already risked their time on you or your business.

This is what we're most afraid of in today's internet: wasting our time. When we find some new content on the internet, we don't stick around for long to find out if it's interesting or not. We have things to do. Places to be.

A testimonial works to reinforce the opposite. If there's indication that we're NOT wasting our time, it can have a huge impact on our decision. After all, if someone else has already made a decision and lived to tell the tale, how bad could it be?

What we need to do then, is use testimonials in places of tough decisions to ease worries and push visitors toward the desired result.



11 Ways to Tip The Conversion Scale With Social Proof

There are numerous decisions your visitor faces when wandering through your content. Your job is to find these spots and ease your visitor's predicament with a testimonial.

Handling testimonials is easy with a superb testimonial management plugin like [Thrive Ovation](#). Here are some (but not all) ways you can use testimonials to increase conversions on your website.

You'll see the major conversion effect marked by a green checkmark.

1. Make Your Lightbox Opt-in More Appealing

After reading for a while, an opt-in form pops up. You start to move towards the X in the top corner, but a user quote catches your eye.

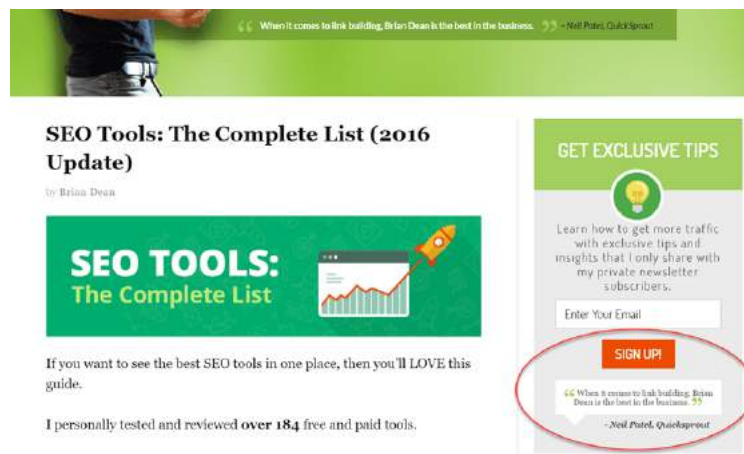


You hesitate. Another reader has subscribed and they seem to like it. Maybe it's worth your time to subscribe as well? You enter your details.

You decide to subscribe.

2. Attract Attention to a Previously Invisible Opt-in Form

You might normally ignore the sidebar, but this one has something different: A positive testimonial from another user - a leading authority no less!



When it comes to link building, [Brian Dean is the best](#) in the business! -Neil Patel, Quicksprout

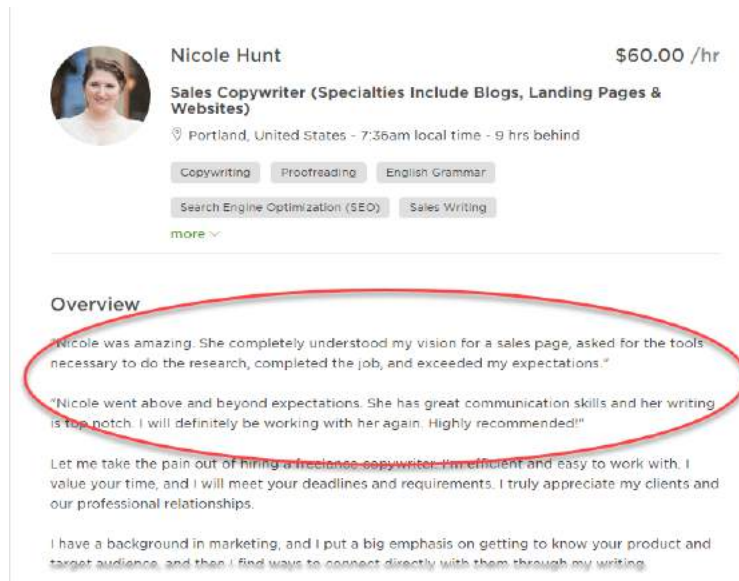
Your attention is drawn to the positive testimonial, and the thought of subscribing creeps to your mind. It's a very compelling thought.

The previously invisible opt-in form catches your eye.

3. Turn Your Freelancer Resumé Into a Hot Topic

When you're trying to hook up a freelancing gig, especially in a creative field, it's difficult to adequately demonstrate your skill level to a new client. Sometimes having an impressive resumé is just not enough.

However, if you have a bunch of positive testimonials from satisfied clients praising your work, an impressive resumé quickly takes a backseat.



Nicole Hunt \$60.00 /hr
Sales Copywriter (Specialties Include Blogs, Landing Pages & Websites)
Portland, United States - 7:36am local time - 9 hrs behind

Copywriting Proofreading English Grammar
Search Engine Optimization (SEO) Sales Writing
more ▾

Overview

"Nicole was amazing. She completely understood my vision for a sales page, asked for the tools necessary to do the research, completed the job, and exceeded my expectations."

"Nicole went above and beyond expectations. She has great communication skills and her writing is top notch. I will definitely be working with her again. Highly recommended!"

Let me take the pain out of hiring a freelance copywriter. I'm efficient and easy to work with. I value your time, and I will meet your deadlines and requirements. I truly appreciate my clients and our professional relationships.

I have a background in marketing, and I put a big emphasis on getting to know your product and target audience, and then I find ways to connect directly with them through my writing.

You notice Nicole Hunt starts her profile by quotes from previous clients. You feel like she is working for you. You can [find Nicole on Upwork](#).

When testimonials take front seat in your resumé, your client will feel like they are the main focus in your business. As it should be.

The one time a testimonial page makes sense:

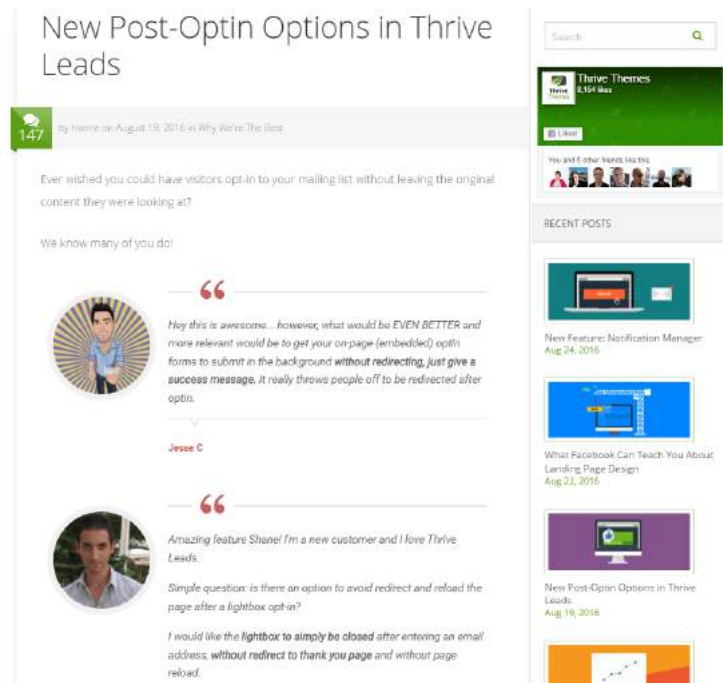
As a freelancer, your product is you. When your whole site is focused on promoting you as a freelancer, it makes perfect sense to have a separate page for testimonials from your clients. [Codecademy's testimonial page](#) is a fine example of showcasing single client experiences.

Your client sees your testimonials and decides to hire you.

4. Showcase Yourself Acting on Audience Feedback

Everyone claims to listen to their audience. When a business forms their product around direct user feedback, you know they're not playing around.

Here we underline the main reason for adding a new feature to [Thrive Leads](#). We value our users, especially when they give us excellent ideas!



When you see that a [business actually listens](#) to their audience to this extent, you feel connected. You get this feeling that there's actual people behind this business trying to solve actual problems. Problems like yours.

You decide this company might provide you with a solution.

Which brings us to the next point...

5. Create Amazing Content Based on What Your Readers Want

Lacking ideas for content? Have you tried asking your audience?

Ellen Bard asked her audience for testimonials on how her content helps them in their daily life, and what frustrations they might still be struggling with.

She noticed a clear trend in the responses.

Hey Ellen! My single biggest question... is what is the best starting point? self help books dont get read, habits fall away as do intentions yet the insight remains that these women are in fact not taking care of themselves, holding onto perfection, shoulds, must, and so on..."

Love your site! One question though, how can I best maintain the self-care rituals and routines that I begin and know are for my best good, without them becoming chores and 'have tos'?

The reason I signed up was to learn how to be kind to myself and my question is the same - how do I do it.

When your audience asks, you respond. Ellen soon responded directly to her readers' plight with [this helpful article](#):

HOW TO START TAKING CARE OF YOURSELF

YOUR AUTHENTIC & SHINING SELF



How do you feel today?
 Joyful, light-hearted, relaxed?
 Or out-of-sorts, tired and stressed?

Most of us have good days and bad days. Days when we feel ready to take on the world, and days when we just want to curl up under the duvet.

But we're not always good at recognising which is which, or listening to our body and soul in order to meet our own needs.

We might force ourselves to do activities that won't serve us, or not take advantage of when we're feeling upbeat to knock some of the tough tasks off our lists.



HELLO LOVELY

I'm Ellen Bard, a work psychologist, writer and digital nomad. I created this magical space on the internet to bring you actionable ideas to help you shine a little brighter in your life and work.

LEARN MORE

SIGN UP (IT'S FREE)

Get simple ideas, shared with heart - make your life and work sparkle

+
 Get the gorgeous free resource: '101 Ideas to Reconnect Your Brain' - free up to your creative potential!

Enter name

Enter email

SUBSCRIBE

Creating content that directly or indirectly answers your reader's frustration is the key to increasing engagement, trust and conversions.

You increase trust with your audience.

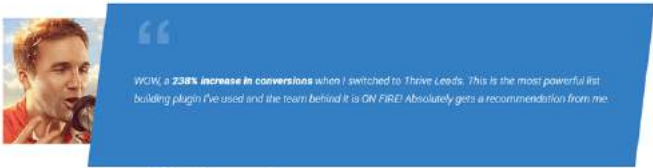
6. Turn Salespages from Salesy to Trusty

We don't trust salespeople. Trust me, I used to work in sales.

How do you make your sales page less salesy and more beneficial? Forget copywriting wizardry. Just bring up a testimonial.

Click the button below to get started right away:

[Yes, I Want To Build A Profitable Mailing List!](#)



WOW, a 238% increase in conversions when I switched to Thrive Leads. This is the most powerful list building plugin I've used and the team behind it is ON FIRE! Absolutely gets a recommendation from me.

JOHN LEE DUMAS Entrepreneur on Fire

John Lee Dumas says he's extremely happy with Thrive Leads. Not only that, he's giving an exact number for how much he's benefited from the product.

You continue reading the sales page with newfound trust.

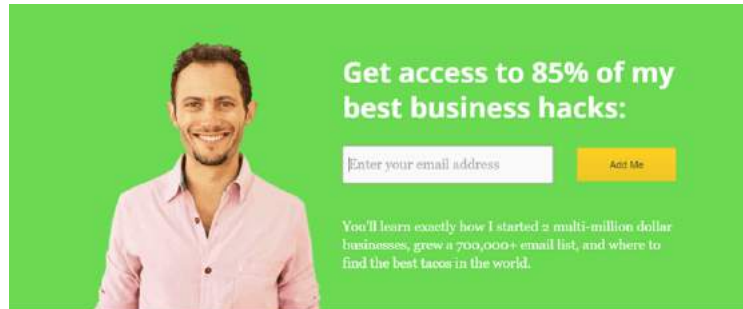
Automate your sales page testimonials:

Using the tagging-feature of Thrive Ovation, you can display a random testimonial from a particular group of testimonials. In other words, your visitor will always see a new testimonial when they enter the page. Automatically.

7. Skyrocket Subscriptions from Your Landing Page

For whatever reason, you end up on a landing page with another subscription box, asking for your email.

Noah Kagan likes tacos. He also knows how to display his users' appreciation.



WHAT OTHERS ARE SAYING

“ Noah is one of a kind. A burrito eating, hot sauce throwing, people loving friend. He just wants to help you succeed. Consume what he writes, learn something, apply it and grow!”

- Hiten Shah
Founder of Kissmetrics and CrazyEgg

“ Noah showed me how to grow my email list and figure out my site's revenue model. Don't let his casual, taco-talking style fool you. The guy gets serious business results.”

- Andrew Warner
Founder of Moxergy.com

85% of business hacks doesn't say much, but with these incredible testimonials, you feel confident in giving him a chance.

You decide to take the risk and download the guide.

8. Gain Instant Credibility on Your Home Page

Imagine ending up on a page you're not previously familiar with. You have no idea who runs this page or why you should care.

Then you see a number of familiar logos.



This business has been featured on many respected sites. They're obviously a big deal and worth your time.

This is a twist on testimonials, as they don't come from "regular people" and they don't include quotes. But the end effect is quite similar, which is why we've included this example here.

You decide that this site is worth your time.

How you can do it:

[Danny Iny of Mirasee Marketing](#) earned his authority badges by guest posting furiously, and it's still an excellent way to get noticed as a newcomer.

9. Increase Your Email Opening Rates

Email marketing suffers from a chronic lack of humanity. You can do a lot to [improve your welcome emails](#), but only constant engagement keeps your readers interested.

If on the rare occasion you find a message with a quote from another user, it's an immediate reminder that this sender actively listens and responds to their readers.

Hi Hanne,

[Call to Action](#), our new course on copywriting, [closes at midnight tonight](#).

If you have a business or you're planning to launch one, you'll learn the subtle changes to go from ordinary "writing" to remarkable "copywriting" – the changes that will help you double your revenue. We'll teach you.

In fact, here are a few examples of why people joined [Call to Action](#):

"I really like your copy. When I go to my email inbox filled with hundreds of emails, I specifically search for yours and read them, because I find them so interesting. Then you offered a 'how to write awesome copy' course. I couldn't say no."
-Andrea W.

"I compete in a crowded space and need to understand how to win."
-Jennifer L.

"I am a Security Researcher at one of the top 10 cyber security firms in the world and have recently delivered two talks at conferences. I want to use my ability to publish content directly on our company site / ability to get further talks paid for, am looking to write better content to further my career as a researcher both in my current position and via further conference talks."
-Jose B.

Here's Ramit Sethi's email about his [Call to Action-copywriting](#) course. It includes testimonials to ease the reader's decision to click.

Using testimonials can give your emails more personality, turning them into more of a conversation.

You decide to open more of this person's emails.

10. Alleviate Fears on Your Checkout Page

The absolute last place your reader will hesitate to purchase is on your checkout page. Your job is to alleviate their fears and help them through this final step of the purchase process.

The screenshot shows the WebinarJam checkout page. On the left, there's a progress bar with three steps: CHECKOUT, BILLING, and PAYMENT. Below it, the WebinarJam logo is displayed, followed by the text 'WebinarJam Studio'. The subtotal is listed as 'US\$ 397.00 yearly' and 'TO PAY TODAY' is 'US\$ 397.00'. A prominent blue 'CONTINUE' button is circled in red. Below the button, there are three bullet points: '30 Day Guarantee: No questions asked 30 day refund guaranteed. If you are unhappy for any reason, get your money back.', 'Secure Payment: 128-bit SSL secure encryption. Your credit card information is never stored, to ensure your privacy.', and 'Got a question? We're here to help!' with contact options for Email Support (support@webinarjam.com), Chat Support (Click to chat with customer support), and Phone Support (+1) 872-777-2727 (Monday to Friday, from 10:00 AM to 6:00 PM EST).

The right column is titled 'WebinarJam Key Features' and lists several benefits:

- Brand new Studio Control Center: Everything in ONE Place
- Attendee Spotlight: The Best Way to Create Engagement & Authority
- Video Engine For Hybrid Webinars: There's never been a feature like this in any Webinar Software
- Active Offers: Display With Urgency Time & Units Left Display
- Feedback Flow: Display Conversion Boosting Data LIVE
- Replica Replays: Everything that happened during your live presentation is replicated and re-broadcast.
- Jams On Demand: Marketplace Easily and freely advertise your upcoming webinar to a new stream of traffic.
- Replays On Demand: Your Webinar REPLAYS can now be a part of the Jam On-Demand Marketplace

Below the features, it says 'And that's just scratching the surface of WebinarJam's amazing marketing tools...'. The 'What Our Customers Say' section features two testimonials circled in red:

- "Fast, Simple, and Reliable, - Just What I Wanted!"** by John Counsel: 'I've tried most of the webinar systems available, right back to the really clunky, slow and unreliable stuff floating around in the mid-to-late 1990's. As soon as I saw WebinarJam I realized what I was looking at — my wish came true. Fantastic! It's even easier and faster to set up, it just gets better and better.'
- "Seeing Amazing Results With WebinarJam"** by Roger Deveau: 'I'm Happy I just got off a four hour training using WebinarJam Studio that made us over \$xxxxxx! *We have removed all references to Roger's income for regulatory reasons.'

Remind your almost-customer about previously satisfied customers. This checkout page from WebinarJam makes your purchase comfortable even at the final step.

Your customer decides to purchase.

11. Commit to Long-ass Content

I started this post with a testimonial from a satisfied reader. Besides the obvious ego-service, Andrew's comment was meant to give you the confidence to read this post. If you're still here, I guess it helped to some extent.

As internet users, we're tired of wasting our time on rubbish content. If we run into a huge bit of content, our internet-spider senses tell us to bail out before sacrificing our precious moments to read it.

You might've seen this message about a webinar replay recently.

Webinar Video

Listen, this is not the shortest piece of content that you've ever come across. Let me be frank with you: most people's attention for a video runs out after about 1-2 minutes.

This video is longer than that. And it's worth your time, if you choose to invest it. Don't take my word for it, though:

“ This was some of the most effective training I've seen from anyone, at any price.
-Matthew

“ Thank you, Shane – this was one of the most valuable webinars I've been on in years!
-Andy

“ You've explained this better than anybody else I've come across!
-Malcolm

Watching webinars takes time. And let's be honest, these days there's a lot of useless webinars. That's why it helps to have testimonials from satisfied viewers telling you that you'll enjoy it.

It's helpful to have someone else sacrifice their time and tell us how it went.

Use Our Mini Course to Master Testimonials!

Imagine parading around in that new gorgeous dress, that amazingly smart suit. Imagine people's reactions and how they'll suddenly regard you in a slightly more dignified manner.

Your arsenal of conversion tools just took a leap towards a masterclass. You can place testimonials almost anywhere if you have a strategy behind it. A well placed testimonial can sway every decision into your favour.

Like a fine suit would.

If you're still missing that awesome piece of attire, or a selection of amazing testimonials, [check out our free ecourse on gathering and using testimonial!](#)

How Marie Forleo Leverages Testimonials in Her Multi-Million Online Business

 thrivethemes.com/marie-forleo-testimonials/

Marie Forleo is a fitness/dance instructor turned online entrepreneur. She's the creator of B-School, an 8 weeks online business training program.

Subscriptions to the program are only open once a year, and each time thousands of students invest in her course. This makes B-School a multi-million online business and the program has been going strong for over 5 years now.

Recently, when looking at the website, I noticed she was doing some very smart things with testimonials.


When somebody with that kind of success does something interesting, you pay attention and try to learn... And that's exactly what we'll do in this post.

You'll discover how Marie uses testimonials to achieve different business objectives and how she goes about getting as many, high quality testimonials as possible.

Testimonials to Accomplish Strategic Objectives

Take a look at the homepage of the B-School website.

B-SCHOOL Make Money. Change The World.



Make Money. Change The World.®

This 8 week online coaching program helps you take your business and current operations to the next level. Enter your name and email below to learn more about the program and how you can succeed. We'll also reserve our award winning weekly show, MarieTV.

You deserve a business & life you love. We can help.

TELL ME MORE

[LEARN MORE ABOUT B-SCHOOL](#)

The B-School Difference

"B-School really made me stop and ask the questions that needed to be asked. It's more than just a business program, it's a life program."
— Helana Rosales


HERE'S WHAT YOU'LL LEARN

This 8 week online coaching program is designed to turn your business into a force for good that both makes profits and your higher purpose. The core curriculum is based on the pillars of growing an online business. The course also includes advanced training in social media, PR, tech, and much more.


B-SCHOOL [Features](#) [Curriculum](#) [WSJ](#) [The New York Times](#) [OWN](#) [Kara G.O](#)

LIVE YOUR DREAM WITH B-SCHOOL


We've honored more than 100,000 of our coaching clients from our graduation and a select photo gallery only of content B-Schoolers post and present who continue to be the power of the program. [Read more on our inspiring success here.](#)



Sarah Araki — "B-School gave me step-by-step guidance on how to grow my business and make more money. My first week I made \$1,000 in one week!" [Read More](#)



Euzela Elhadj — "My husband is proud of me, my kids are proud of me, but most of all, I'm proud of myself for being able to do this. B-School only changed our life!" [Read More](#)




Amy Zee — "My biggest win from B-School was understanding how to create a business that is custom tailored for me and then allow me to reach so my dream came and reach the people who need my help the most!" [Read More](#)

About Marie Forleo

Founder of B-School + MarieTV

Marie's mission is to help you realize your greatest potential and use your gifts to change the world. She has been interviewed by both *Time* Magazine and *Oprah* as a thought leader for the next generation. In addition to B-School, Marie Forleo is the creator of the award-winning show MarieTV. Each week she shares actionable wisdom and insight to help you succeed and get on track. Enter your name and email below to receive more insights.

Get inspired and realize your life's work with Marie's weekly video series. **WE'LL KEEP YOU INSPIRED**



© 2015 MARIE FORLEO INTERNATIONAL | TERMS | PRIVACY POLICY

B-School website

Because subscriptions for B-School are currently closed the main goal of this page is lead generation.

You can see the 2 opt-in forms on the top and the bottom and the rest of the homepage is almost exclusively about social proof and building trust.

The colorful testimonial slider grabs the attention, but what's even more interesting are the three links above the testimonial slider...

Each one of these links goes to a separate page, full of testimonials.

"Wow, three pages with only testimonials? Isn't that a bit overkill?"

That's what I was thinking too, until I discovered that these three pages had very different objectives...

Testimonial Page 1: What's a reason NOT to buy?

MY BUSINESS IS OFFLINE. CAN B-SCHOOL REALLY HELP ME?

"Since signing up for B-School, I have started to look at my business through a different lens and in more detail. I own a yoga studio and tended to look at my students from a yoga teacher perspective. Now I am also able to look at them as customers from a business owner's perspective. This is a good thing, though, because I was more focused on just what they needed as students in a yoga class, and now I can also see what they need as customers. It's pretty cool. I don't think I wanted to think of them as customers before."

— Dariece Warren

"B-School isn't just for online business. So many of the concepts directly translate into brick and mortar, such as the perfect customer avatar—no one should open a retail biz without this! The amount of content they deliver is far exceeding the cost of B-School."

— Alisa McPherson

"It works for ANY business!"

— Marcie Pulgo

IS THERE FORGOTTEN B-SCHOOL REALLY ALL THAT?
WHAT IF I DON'T FEEL COMMITTED?
HOW IS B-SCHOOL DIFFERENT?
CAN B-SCHOOL HELP MY OFFLINE BUSINESS?
WILL I BE ABLE TO TOUGH?
IS IT WORTH THE INVESTMENT?
IS B-SCHOOL BEST FOR BEGINNERS?
AM NEW—WILL I BE OVER MY HEAD?
WILL THIS HELP A TECHNOLOGIST?
CAN IT HELP ME REACH MORE PEOPLE?
WILL IT TURN MY DREAM BUSINESS INTO A REALITY?
DOES B-SCHOOL EXCEED EXPECTATIONS?
WILL IT TEACH ME TO TAKE ACTION?
I FEEL OVERWHELMED—CAN B-SCHOOL HELP?
WILL I ENJOY THE ONLINE COURSE?
WHAT IF I DON'T HAVE TIME?
WHAT IF I DON'T HAVE A BUSINESS YET?
CAN THIS HELP ME IN MY LIFE?
ANYTHING ELSE?

When you go to the first link you'll discover a page full of short testimonials.

What's interesting about this page is how the testimonials are grouped.

They are grouped to answer specific objections somebody might have before investing in B-School.

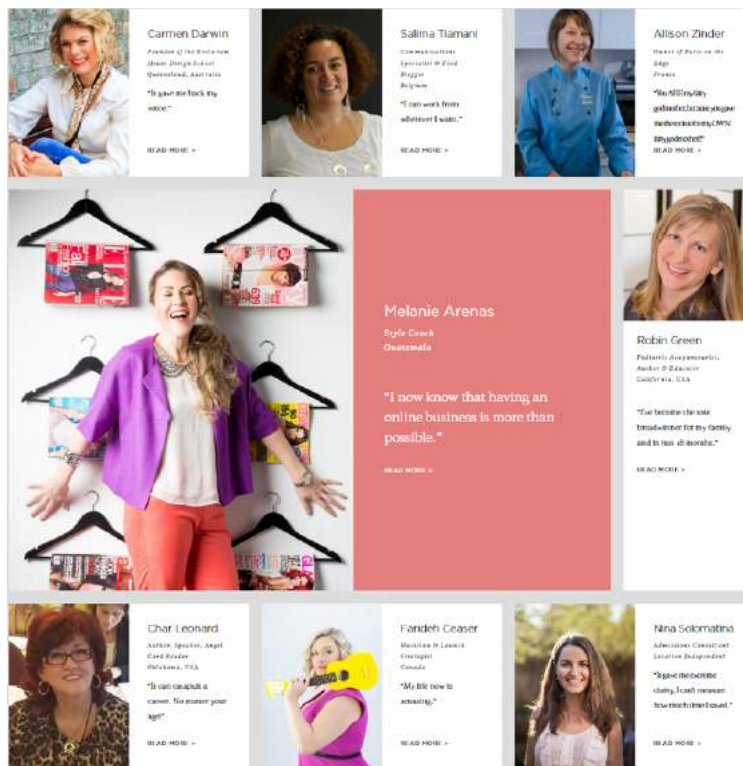
Rather than tooting her own horn, Marie let's B-School grads answer the questions and diffuse the objections.

You might not trust the creator to give you an honest answer to your objections (in the end they want to sell you something) but if students tell you they had the same objections but the program helped them overcome them you'll listen.

Key Takeaway

Use [snippets of testimonials](#) to answer the specific questions future buyers might have before investing in your product or service.

Testimonial Page 2: If She Can Do It, So Can I...



The second link goes to the "In their own words"-page.

The look and feel of this page is completely different from the first testimonial page.

This page is not meant to diffuse specific objections, but to show real and relatable B-Schoolers.

No matter what age or what country you live in, you'll find somebody just like you who's already gone through the program.

It also does a terrific job in painting an attractive "future vision".

This is one thing you can easily forget when writing a sales page:

Your future client is not looking to buy your product or service, they are looking to buy the OUTCOME your product or service will bring.

Marie Forleo understands this very well, she knows her students don't buy B-School to learn about creating an online business. They buy the life an online business allows them to have. For example:

- Having kids and a business: "Before B-School, I thought the birth of my child meant the death of my dreams. I couldn't see how building a business AND raising a child could coexist."
- Having more confidence and knowing the business is going to succeed: "My new clients valued me and truly appreciated my craft and that was an incredible feeling. Soon money was no longer an issue and I felt free to enjoy life."
- Freedom: "I can work from wherever and on my own terms."

Key Takeaway

Use snippets of testimonials from different types of clients to paint an attractive, relatable future vision for your soon-to-be clients.

Testimonial Page 3: Once Upon a Time...



LIVE YOUR DREAM WITH B-SCHOOL

For years grads told us how B-School changed their lives—not just their businesses. We decided to document and share their experiences through a growing collection of interviews and videos.

[Read More](#)



Most online content is short form because of the limited attention span we have while browsing a website. But there is a time and a place for long stories.

On this third testimonial page, you'll find longform video and written testimonials that will dive deep into the student's life story.

Marie and her team actually did a worldtour to capture these experiences on camera. Doing this is very expensive, so I'm guessing they wouldn't be doing it if they weren't sure this would bring in more sales.

Key Takeaway

Don't shy away from long testimonials, people who are interested in your product or service will take the time to read the whole story.

Be Consistent and Deliberate in Asking for Testimonials

By now, you might be thinking:

"This is cool stuff but I don't have thousands of testimonials like Marie to choose from..."

While it is true that she now has tons of testimonials and can cherry pick the best ones, this didn't happen overnight, nor on accident.

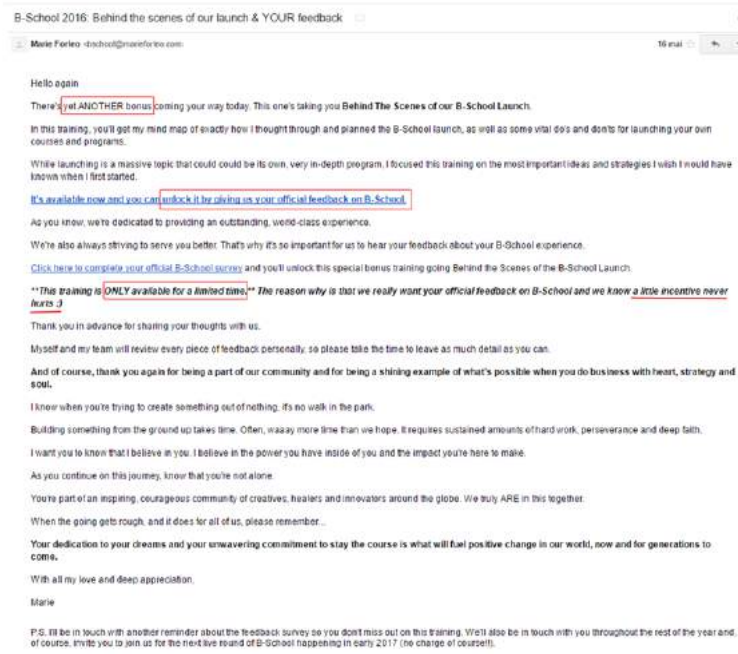
It's the fruit of a well thought out strategy to get as many testimonials as possible because to state it in her own words:

Marie Forleo

"Success doesn't come from what you do occasionally, it comes from what you do consistently"

Let's take a look at the emails she sends - consistently - to all B-School grads.

Email 1: Fancy a Bonus?



Marie Forleo is doing something very smart here, she gives a bonus for those who leave a testimonial.

Testimonials are typically the thing everybody plans on doing one-day-maybe.

By giving a special bonus and a specific time limit, she taps into the natural fear of missing out.

She even says it herself "A little incentive never hurts :)"

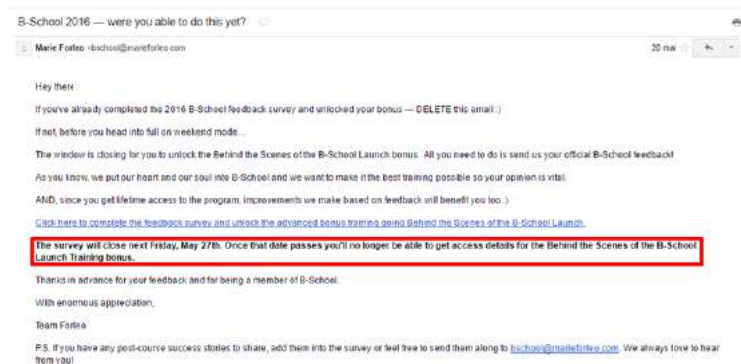
This tactic is guaranteed to bring in more testimonials.

Key Takeaway

Use incentives and time limits to increase motivation to leave a testimonial.

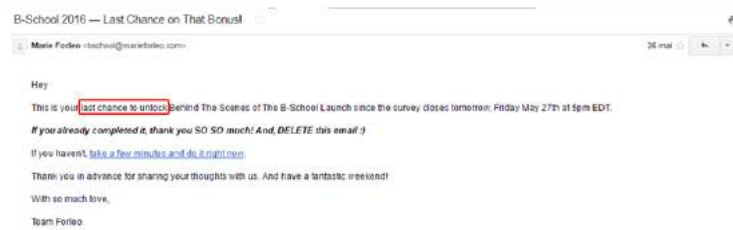
In [Thrive Ovation](#), you can specify a "Thank You" URL after your clients submits a testimonial. This is the perfect occasion to deliver a bonus without any hassle.

Email 2: Did You Have Time Yet?



The second email is sent out 4 days later. This is simply a reminder about the survey and the bonus.

Email 3: Don't Miss Out!



Finally, 6 days later the third and last email arrives.

This email is the final reminder about the survey, the day before it disappears.

Key Takeaway

Don't be afraid to send reminder emails!

This is where the "limited time bonus" offer comes in handy. Because instead of annoying your clients about giving you a testimonial, you remind them not to miss out on an opportunity.

But even if you do not offer a bonus, it doesn't hurt to ask twice.

Note that in Marie's emails they are simply stating "if you've already done so you can delete this email". This is the perfect way to avoid a sophisticated, segmented follow-up sequence. Everybody gets the reminder emails, whether they gave you a testimonial already or not.

Ask the Right Questions

To be able to get testimonials that address specific objections, show off tangible benefits and tell interesting stories, you'll need to ask the right questions.

Marie Forleo sends her B-School students to a feedback form with 6 questions:

1. How did you feel before joining Marie Forleo's B-School?
2. Why did you feel that way?
3. How did B-School help you change your business and life?
4. What are some big wins that you produced after B-School?
5. How do you feel now?
6. Describe your life after B-School.

As you can see, these questions invite the student to tell a story. They can't just answer yes or no.

Chances you'll get a good testimonial, or at least a good snippet, will increase dramatically with the [right type of questions](#).

Key Takeaway

Ask multiple questions that will invite your client to open up and tell their story in their own words.

This is very easy to do with the testimonial capture pages in [Thrive Ovation](#).

How to Get Customer Testimonials on Autopilot

thrivethemes.com/get-customer-testimonial/

It's Tuesday morning, coffee in hand you open your laptop to read your emails.

In your inbox, you notice a message saying "Well done, you've just received a new testimonial!" You open the email and read the amazing results John obtained after following your coaching program.

With a smile on your face, you open your WordPress dashboard, approve the testimonial and all of your sales pages are automatically updated with John's raving praise.

And the best thing is, you didn't even have to beg John to leave you a testimonial! Everything happened without you lifting a finger.

Sounds like something that would never happen to you? Yet, it's possible!

Let me show you how you can create a set-and-forget customer testimonial engine in less than 30 minutes!

The Tools

To set up this complete system, you'll need the following tools:

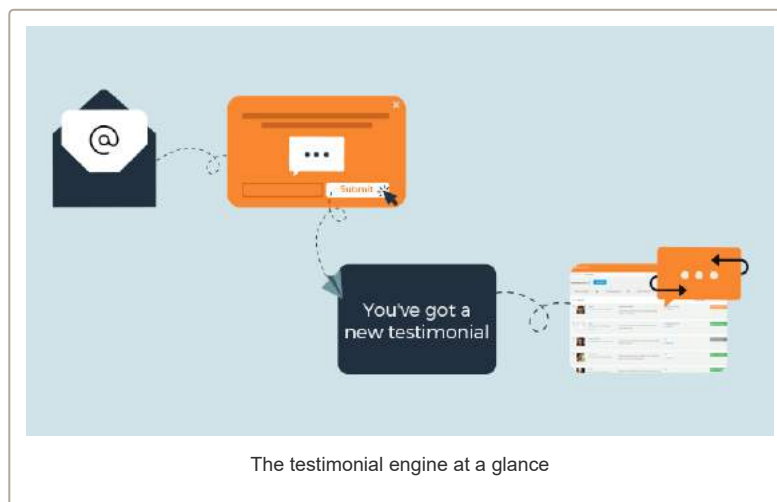
1. A WordPress website
2. [Thrive Ovation](#), our all-in-one testimonial plugin
3. An email marketing service (such as MailChimp, ActiveCampaign, Aweber, etc.)
4. A free email delivery system (such as Mandrill or Postmark)

Now, I'm going to assume you already have a website and an email marketing service set up.

Let's have a look at how they all work together to create your customer testimonial engine...

The System: Step by Step

Here's how your testimonial engine works:



After someone purchased from you, they'll receive an automatic follow-up email asking for a testimonial.

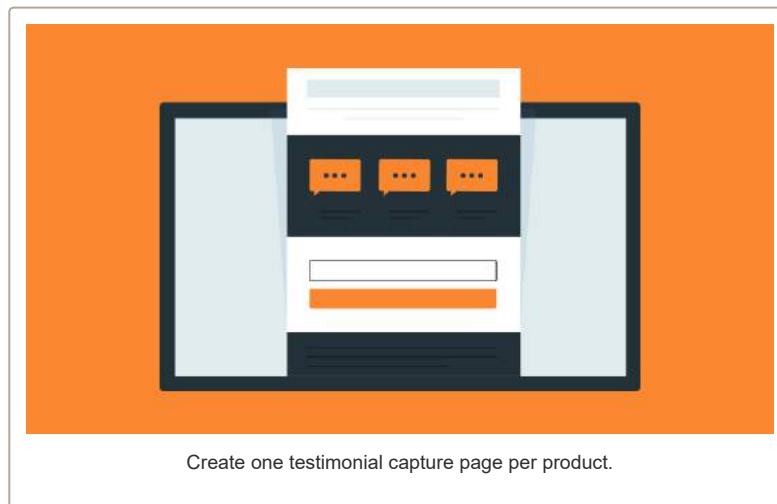
The link in the email will lead back to a testimonial capture form on your website.

When the happy customer fills out the form, the testimonial is stored and labeled in Thrive Ovation. At this point, you receive an email notification to approve the new testimonial.

And once you received the first testimonial, you'll be able to use to the dynamic content display of Thrive Ovation. This will allow you to automatically update the pages where the testimonials are shown (such as your sales pages) without ever having to edit them again manually.

Ready? Let's set it up!

1. Create Testimonial Capture Pages



The first key to creating a customer testimonial engine is to create a central place to gather testimonials.

Most people get testimonials via email or through social media. They try to save screenshots and have a document where they copy paste snippets of text. This is far from ideal... You want to be deliberate about capturing and storing your testimonials so that when you need them, they are only a click away.

I suggest you create one testimonial capture page per product unless you're an e-commerce store. This will allow you to apply the appropriate tags when you receive a new testimonial. Later, these tags will help you to sort and automatically display the most relevant testimonials.

1. Create a new page on your WordPress website
2. [Insert a capture testimonial form](#) on the page
3. Apply a tag to the testimonial capture form with the name of your product (you'll see in a few seconds why this is crucial)

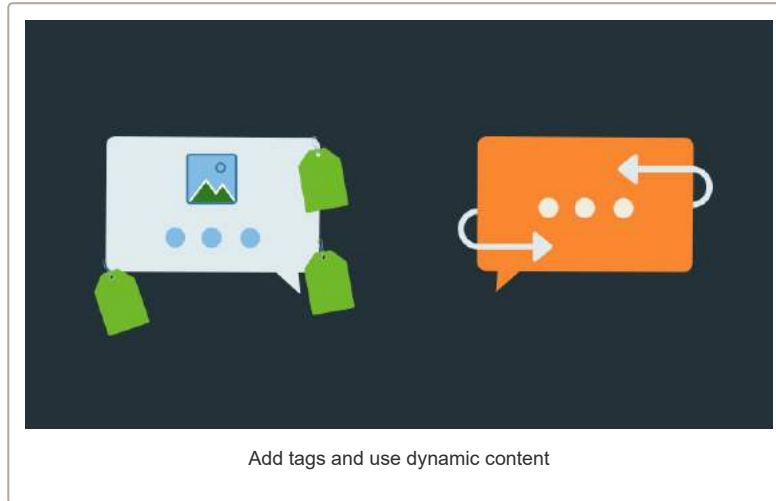
While inserting the testimonial capture form is a 2-second task, you'll want to take a moment reflecting on the right questions to ask to get kick-ass testimonials.

If you're looking for help, [sign up for the free testimonial mini-course in Thrive University](#). Lesson 2 is all about the right way to ask questions so that you'll get testimonials that:

- Are relatable
- Address objections
- Use real language
- Show results

Now that you have a central place to capture the testimonials let's have a look at the importance of tagging.

2. Apply Smart Tagging & Use Dynamic Content



You're almost done writing your sales page, the only thing left is adding testimonials.

"Was it Sally or Nadia who sent me an email saying she loved the downloadable bonus PDF's in my online course?"

37 Minutes later you give up. You can't find that specific testimonial anymore... Too bad it would really add social proof to your sales page!

Smart tagging allows you to find the perfect testimonial in seconds.

Every testimonial in Thrive Ovation can have one or more tags that you can use as a filter to quickly find the appropriate one from your testimonial library. These tags will also allow you to create dynamic testimonial displays that update automatically.

This means that rather than selecting manually each testimonial, you can choose the number of testimonials to display that have a specific tag. When a new testimonial with that tag is added, the display will automatically show the new testimonial.

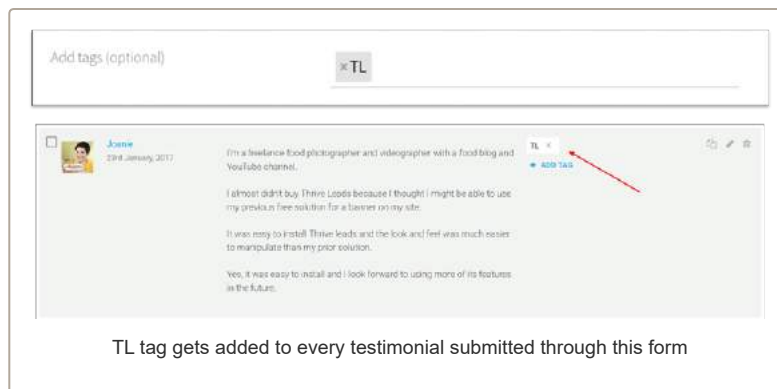
This is super powerful, you'll never have to go into your sales pages again to update testimonials manual.

But, you'll have to be smart about it...

The most basic tagging level is the product level (that's why I told you to add it automatically for each testimonial capture form).

Let me give you a specific example on how we use testimonial tags at Thrive Themes.

When somebody leaves us a testimonial for [Thrive Leads](#) through the Thrive Leads testimonial capture form, the tag "TL" gets added to each and every testimonial submitted.



This means that now, we could show all Thrive Leads testimonials on the sales page using the dynamic content and choosing the "TL" tag.

This is already better than what roughly 99% of online businesses are doing. But we take it one step further (and I suggest you do too!)

When approving the testimonial we'll manually add additional tags.

These tags are more specific such as "competition". This means that somebody mentioned one of our competitors or "A/B testing" this means someone mentioned specifically how much they liked the A/B testing feature of Thrive Leads or "price" when someone mentions how good of a deal it is.

This takes only a few seconds to do but will literally save hours when writing a sales page!

Now we can display testimonials in very specific areas of the sales page. Finding these specific testimonials is as simple as applying a filter for a specific tag. And again, thanks to the dynamic content option, we can have these testimonials up to date.

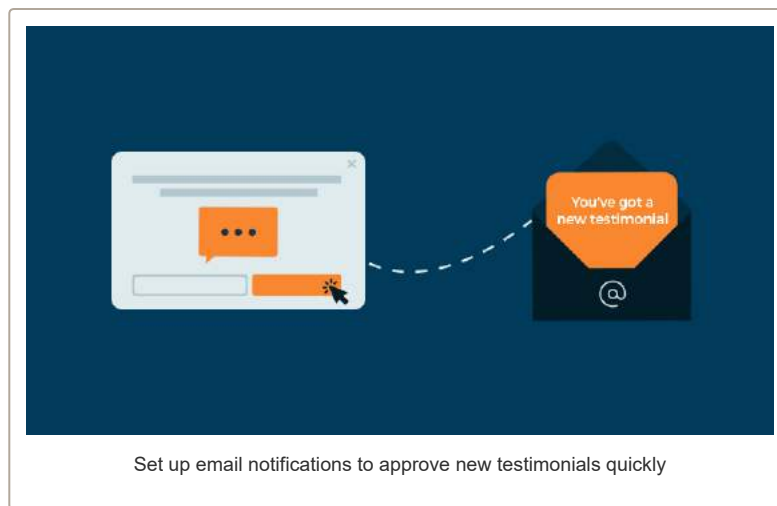
Tagging Testimonials the Smart Way

Start with a generic tag (such as the product tag) and think about what other ways you would love to catalogue your testimonials.

Here are some suggestions:

- Features of your product or service (drag&drop, A/B testing,...)
- Benefits of your product of service (save time, save money,...)
- Specific departments of your business (support, training,...)
- Mentions of other things that are not for sale (newsletter, blog articles,...)

3. Set up Email Notifications to Inform You About New Testimonials



Alright, now that you have the testimonial capture pages set up and you're applying smart tagging, let's make sure you're always informed when a new testimonial is submitted through one of these forms.

When a testimonial is submitted through a form, it will automatically go to "Awaiting Review". This allows you to approve the original testimonial before displaying it on your website or to accept it after [turning a good testimonial into a great testimonial](#) through some minor editing.

Because asking for and getting the testimonials will happen without you ever thinking about it, you might forget to check your Thrive Ovation dashboard about new testimonials.

That's why setting up email notifications to inform you about new testimonials is a smart thing to do.

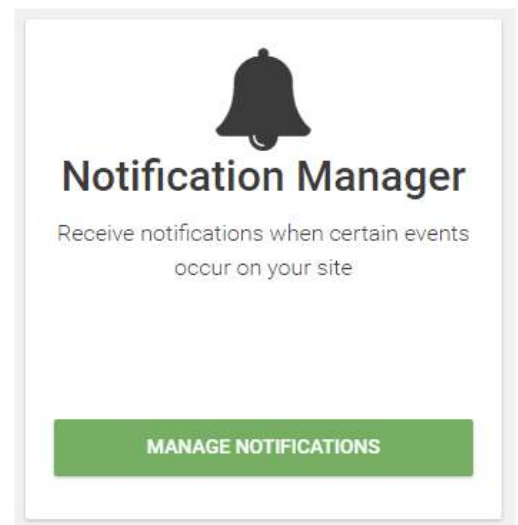
STEP 1: Create the Notification

In the Thrive Dashboard, there's a little gem called "notification manager". I know, I know, it doesn't sound all that exciting but it's pretty cool when you discover the possibilities.

To receive an email when someone submits a testimonial through a testimonial capture form, simply:

1. Click on the "add new" button
2. Select "Testimonials" and click on the "Save and Continue" button
3. Click on "Send Email Notification" and fill out the information
4. Use the [testimonial_details] shortcode in the message if you want to receive the details of the submitted testimonial. By using this tag you'll actually get the full testimonial by email and will be able to assess it on the spot (or just get a happy boost ;-)
5. That's it! Click "Save notification"

If you've used the notification manager before to get [email notifications when you're collecting a new lead or when an A/B test is finished](#), you're all done. But if this is the first time you're using it, you'll need to continue with step 2.



STEP 2: Set Up Email Delivery

Now, for the notification manager to be able to actually send the notification email you'll need to have the "Email Delivery" set up.

We integrate with [a bunch of email delivery services](#), but I suggest you use either Mandrill if you have a MailChimp account (you will be able to use your MailChimp details) or PostMark. You can sign up for [PostMark](#) for free and you'll get 25 000 emails before having to pay anything.

If you need help, [here's the tutorial on how to set up Mandrill](#) and [here's the one for Postmark](#).

Why not use my existing email service?

You're probably wondering: "Why can't I use my regular email marketing service (such as MailChimp, Aweber, ActiveCampaign,...)?"

This is because your email marketing service is not made for these types of email notifications! An email marketing service allows you to send an email to a list of subscribers, it's not set up to send 1 email to 1 specific address.

This is where email delivery services come in. They are made for this exact purpose!

You can find the full list of email delivery services we integrate with [here](#).

4. Program the Email Follow-up



Everything is set up on your site. The very last thing to do is fuel your engine.

You'll have to ask for testimonials.

I know asking for testimonials is not a fun thing to do and might even scare the hell out of you, but hear me out.

I suggest you set up an automatic email that gets sent shortly after someone purchases your product or service.

Any decent email marketing provider will allow you to program follow-up emails.

At Thrive Themes, we typically send an email 31 days after purchase. This allows our customers to test the plugin(s) they bought and to get results from using them.

If you're wondering what you should write in the email, have a look at these [9 Real Testimonial Asking Emails](#) to get some inspiration. And off course, don't forget to link to the appropriate testimonial capture page you created on your site.