

10 Ingredients of Brilliant Testimonials - BTs®



1. **Credible** | For Business to Business the attribution should be complete with the person's full name, position, company name and location.

2. **Believable** | No outrageous claims here! Believable is an unbiased personal recommendation for your product or service.

3. **Relevant to what you are marketing and to your target market** | The more relevant the testimonials the more prospects will want to hear what you have to say. Prospective customers need to be able to identify with what's being said in the testimonial. You need to know what advantages they are looking, who your customer is and what they need and want.

4. **Specific and quantifiable** | Testimonials that say exactly how your product helped the author in their situation and how much it helped improve specific things are powerful simply because they are precise

5. **Filled with benefits** | You need to know the benefits that potential customers want for themselves and match the testimonial with those benefits. You want your potential customers to see that your products and services worked for people just like them.

6. **Genuine/authentic** | BTs® written in each author's unique style adds to the believability factor because you just can't fake genuine. People have their own turns of phrase that are part of who they are. Even if you "help" someone to edit their testimonial for your benefit, stay mindful of the fact that to be authentic, it must reflect who they are.

7. **Given freely with no promise of reward** | The only reward someone should receive for their testimonial is a letter of thanks and the continued delivery of product and services that cemented their loyalty and validates their decision to give it to you. We believe promises of reward, which in any way relates to the giving or use of a testimonial, brilliant or otherwise, breaches integrity and is inappropriate.

8. **Authorised for you to use** | Provided by the author so you are both ethically and legally covered. An email or letter that gives you permission to use someone's testimonial is fine. Always ensure you retain all authorisations safely.

9. **Current** | Your credibility is on the line when you use someone's testimonial and it is your responsibility to establish procedures to ensure they are current and valid.

10. **Proof that you deliver on your claims** | Make sure the testimonial you use backs up any claims you make. For example, if you are claiming your services improve business profits, make sure you have BTs® that prove this is true.

Reference
Leigh Stafford (2014) Brilliant Testimonials - BTs® *Why you need them plus ways to get & leverage BTs® to grow your business.*

