



Testimonials - The Power of Having Others Tell Your Story!

We all know that sharing stories through Testimonials is a proven way to create a network of passionate advocates that can help spread the good word about your business!

Consider this fact:

- Research confirms BTs® to be supercharged marketing collateral and acknowledges their potential for businesses to double or even triple their results.[\[1\]](#)

Why are Leading Matters testimonials **Brilliant**? They have 5 secret ingredients:

Brilliant Testimonials – BTs® are:

- Credible
- Specific and quantifiable
- Filled with benefits
- Substantiate your claims.
- Authorised for you to use them in your marketing

Don't be shy! If you can show the world what happy clients are saying about your business, then show off as many as possible using a variety of different and creative methods. Brilliant Testimonials – BTs® are something to be proud of!



“Using Leading Matters makes your testimonials look more professional than ever. You’d be crazy not to use the expertise, experience, skill and insight offered by Leading Matters.”

David Guest, ActionCOACH, Elsternwick, VIC 3185.

^[1] Thom Reece (2000) “Using Testimonials to Increase Sales” URL: <http://www.sitepoint.com/print/testimonials-increase-sales/> in Stafford, L(2009), “How to Get & Leverage Brilliant Testimonials to Grow Your Business.” (Available upon request from Leading Matters Pty Ltd)