

# Using Testimonials, Case Studies and a FAQ Checklist

This checklist covers how you can get testimonials, case studies and FAQ's and use them in your follow up emails. Check off each action step as you do them.

## Choosing a Type of Element

- Testimonials come from satisfied customers
- Case studies are in-depth views of customers using your product
- FAQ are a group of questions and answers about your product

## Testimonials

- You are always collecting testimonials
- You have a system in place to collect testimonials.
- You ask for customer feedback
- You ask them
  - Why they bought the product
  - Do they have any concerns before using it
  - How long have they been using it
  - What results they achieved
- Customers give you details such as their full name, their location or state they live in
- Customers have a place to upload photos and give permission to publish it

## Case Studies

- You introduce them as real people
- You talk about the problem they had before using the product
- Address the concerns or worries they had before

- Discuss how they used the product
- You get a recommendation from the case study participant

## **FAQ**

- You keep track of what people are asking you about your product
- You form the answers truthfully in a way that overcomes their objections
- You include the “Is there an upsell?” question
- Ask your potential customers what their questions are
- Created your FAQ and sent it by email
- Added your FAQ as a page on your website
- Added to bottom of specific sales page