

A Checklist for Collecting and Publishing Testimonials

Testimonials are an important part of establishing your credibility and providing social proof to your potential customers. It's important to have a system in place for collecting and publishing your testimonials to make it easy to complete this important part of growing your business.

Before You Begin

- Quality Product:** It seems obvious to say it, but it's hard to collect good testimonials if you don't have a good product. While no product is perfect, don't launch shoddy products just to get something out there.
- Excellent Customer Service:** You can have the best product in the world, but if you don't have the customer service to back it up then you're going to have a problem. Have helpful customer support and regularly monitor it.
- Surveys and Feedback:** Don't hesitate to ask your customers about their experiences, what improvements they'd like to see or other products they need.
- Work Toward Improvement:** Improve your products and customer experience through the data you collect and the feedback you receive. When you continuously go above and beyond what the customer expects, you get more customers and happier customers.

Create a Testimonial Submission Form or Questionnaire

- As Much Personal Detail as Possible:** While you don't want to publish your customer's home address and bank account numbers, you want testimonials to show they are from real people. Unless it's a very sensitive situation, always ask to publish your customer's full name and the city/town they live in. Also ask for photos and other relevant documentation that can serve as proof.
- Ask Specific Questions:** A customer saying "I loved it" doesn't really provide any valuable information to a prospective customer. You want your testimonials to show why a customer bought the product, how they used it and the results they got.
- Create a Form or Have a Questionnaire Ready:** Once you know what you'd like included in your testimonials, create an online submission form or a questionnaire you can print or send by email. An online submission form is often the easiest because your customer can fill in the blanks and you can automatically collect the data in a database.

Have an Automated Procedure for Asking for Testimonials

- **End of a Course / Session:** If you're working directly with clients, make sure to get feedback right away. Although it can take longer for your client to achieve results, ask for feedback right away and ask for permission to follow up with them after a certain period of time.
- **Inside Your Product:** Whether it's an information product or a consumer product, include a request for customer feedback with the product.
- **Automated Email Follow Up:** Every online purchase should include a series of follow-up emails. One of those emails should ask for a testimonial after a pre-determined amount of time. Think about how long it takes for your customer to use your product and how long it will take to get results and schedule that email accordingly.
- **Additional Follow Up:** Sometimes customers aren't ready to provide a testimonial when you ask for one, or they get busy and forget. Deal with any customer issues that may arise, but don't be shy about asking again at a later date.

Publish Your Testimonial

Having all those testimonials does you no good unless you publish them. If you've got happy customers then shout it from the rooftops!

- **Testimonials Page:** Have a page on your website dedicated to customer feedback and update it regularly.
- **Specific Product Page:** If a testimonial is relevant to a specific product, include that testimonial on that product page.
- **About Us Page:** While you don't want to drown your About Us page in endless testimonials, do showcase some of your best ones.
- **Blog Sidebar:** Use a widget that rotates customer testimonials on your sidebar. That way, when your blog visitor goes to a new page, they'll see a new testimonial each time.
- **Autoresponder Series:** If you have an autoresponder series that promotes a product, include testimonials in your promotional emails.
- **Blog Posts:** Share new testimonials in a blog post. Add some helpful tips and information to make it a great piece of content.