

# Writing Your Own Powerful Testimonials

By Grady Smith

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Wouldn't you love to be able to write testimonials for use on your website that scream huge praises for your product?

Writing your own testimonials? You've got to be kidding! Isn't that illegal?

I know what you're thinking. You're picturing some guy banging out praises for his product, then pulling names out of thin air to tag onto them. But you've got it half wrong.

While I have written some of my own testimonials, the names below them are actual people that agree with what the testimonial have to say.

Confused?

Let me show you what I mean...

A customer purchases my product. They have a chance to look through it and make a decision about it.

About a week after their purchase, I send them a letter asking for a testimonial. But this letter is unlike any testimonial you've ever seen.

What I do is write a letter asking for them to pick which comment sums up their review of my product. Then the letter continues with about five testimonials, each one reflecting a different opinion.

For instance, my first testimonial might say that they've made good money with my product. The second might say that they were skeptical at first, then realized after their purchase what a great product it is. A third testimonial might show what a thorough product I have and that it answered all their question. I would also have two or three other testimonials that showed and put to rest different fears a potential customer might use to not make their purchase.

A customer of mine reads through the testimonials, and picks the one they feel is close to their own thoughts. At the bottom of the letter, I ask if I can use their name along with the testimonial they chose to sum up their thoughts on my website.

And most will do it. If they like your product, they should have no problem lending their name to a

testimonial that mirrors their thoughts. In fact, they probably would of said it themselves, only they didn't feel competent in their writing or didn't want to take the time.

You still may wonder, is it unethical?

I don't believe so. I feel that if someone doesn't agree with the testimonials I've written, they're not going to let me use their name. Writing my own testimonials simply lets people express their feelings without the labor of writing.

There are a few other tips you'll need to write your own testimonials:

Write your first five to seven testimonials, then send them out to one customer. Wait for their reply. If they decide to tag their name to one of them, then replace it with another new testimonial and send it to your next customer. Keep track of which ones you've used, and replace them as you go.

Give the opportunity for your customer to enhance the testimonial. Let them change words or phrases. Allow them to add or delete sentences. In a sense, let them really make it their own.

This is a powerful method of securing testimonials for a new product. I would say that almost half the testimonials on my web page were acquired this way. As I get new unsolicited testimonials that are really powerful, I swap out the older ones. If you do the same you have a powerful tool that reassures potential customers and turns them into buyers.

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