

The Power Of Testimonials

By Mike Merz

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2 primary goals for running a successful online business are:

- Getting visitors (potential prospects) to your site.
- Turning prospects into customers.

The first goal is difficult enough.

The second one demands that you win the trust of your prospects by establishing credibility and showing value.

Testimonials, from either yourself or (preferably) others, can help.

Regardless of how good your ad copy is at convincing the would be customer, testimonials from others can give you an edge, by offering a positive viewpoint from an unrelated source.

And the more well known the contributor is, the better.

A prospect teetering on the edge of the decision to buy or not, can be pulled over the line if "Joe, The Internet Marketing Guru" gives your site the "o.k.".

How do you go about acquiring a testimonial?

First of all, your site has to warrant receiving one.
Make sure that it's professional looking and provides good content before even bothering to ask.

Secondly, send an e-mail to the owner of a complementary site:

" Hi, Sue.
I've just launched a new website entitled "mywebsite.com".
Out of respect and admiration, I've chosen to ask you for a critique and, if you deem it worthy, a brief testimonial.
Please feel free to provide a link to your latest promotion along with it.
Thank you,
John Doe

mywebsite.com"

Make sure you put the testimonial, or a link to it, in a prominent location on your site.

Not only will testimonials help win new customers, they'll help your site (and you) to establish a positive web presence.

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