



Gather Compelling Testimonials

**Testimonials are vital to your business.**

- They establish your credibility as an expert and build trust with those who don't know you.
- They create desire.
- They showcase how you are helping other businesses succeed.
- Powerful testimonials foster an emotional connection to your business before anyone has purchased anything.

**Let's begin by taking a quick inventory.**

Check all the boxes which apply to you.

- ☐ Asking for testimonials makes me nervous.
- ☐ I need more testimonials on my website.
- ☐ I want to ask for a testimonial, but I'm just not sure when to do it.
- ☐ I have asked for testimonials and received them.
- ☐ The testimonials on my site don't speak highly of my work.
- ☐ I don't know what to do when someone doesn't send me a testimonial after I ask for it.
- ☐ I am sick of lame testimonials with bland language.
- ☐ I am using testimonials in other places than on my website.

## Four Easy Steps To Obtaining KICKASS Testimonials

### 1. Know your strategy and stick to it!

- End of project? Milestone moment?
- Running record over time?
- Give your client a deadline to finish it.

### 2. Ask the right questions.

- I always ask the following **three** questions:
  - *What solution were you looking for when you contacted M. Shannon Hernandez?*
  - *What did I provide that you valued the most?*
  - *What has been the result of working with M. Shannon Hernandez?*
- The **fourth** question depends on the project.
  - *What would you tell others who might be interested in hiring me for their content branding coach?*
  - *What would you tell others who might be interested in taking the Content Personality™ Course?*
  - *What would you tell others who might be interested in joining the Content Strategy Academy™?*
  - *What would you tell others who might be interested in going on an international retreat to build their business?*

### 3. Edit it and finalize it.

- Edit the testimonial and highlight the benefits of your product or service.
- Create a 3-5 word header which sums it up. Make it POP off the page.
- If you did a lot of editing, send it back to your client for approval.
- Will you include a headshot, link to the client's site, etc.?
- Save it to a dedicated folder on your computer.

### 4. Share it!

- Publish it on your website.
- Use it as part of the content for your products/services.
- Include it on social media (Testimonial Tuesday, Pinterest, etc.).
- Insert it into your newsletters and other correspondence.
- Use it to “seal the deal” for future clients.

## What if my client doesn't respond?

- Send a second request one week after the first deadline.
- Make an appointment to get the answers to the questions via phone or Zoom.
- Ask for permission to write the testimonial and send it to client for approval.

## Some Examples

Here are some examples of testimonials from the Content Strategy Academy. Notice that some of these are written and some of them are in video interview format.

(You can also go to [www.contentstrategyacademy.com](http://www.contentstrategyacademy.com), then click on "Happy Students" to see more and listen to the video format.)



**An Intimate and Collaborative Environment**

"Prior to enrolling in Shannon's group program, I was trying to figure out what my purpose was for the rest of my life. I have been a Virtual Assistant for many years, but I wanted more, and I needed some direction. During our time together, what I valued most was Shannon's open ear and thought-provoking questions. Since working with Shannon in a group setting, I've determined what I want to do, and I am excited about new possibilities that tie what I am doing now with my future plans. I always thought group programs weren't for me, but Shannon is very skilled at creating an intimate and collaborative environment."

**Beatrice Ten-Thye**

**I Saw Myself As A Thought Leader**

"I was searching for a way to stay organized and sane throughout with the many projects, including a book, that were on my plate. Shannon provided a beacon of light and support that guided me into more clarity and purpose. Her ability to organize, strategize, and add structure was the perfect balance for my wild/creative/artistic brain that can often feel out of control. I learned how to harness that creative energy and channel it into the right kind of content for my business. I got really clear on my message and on the priorities I most. I started to really see myself as the thought leader I am. I haven't seen anyone else teaching others about content in the way Shannon does."

**Jess Grippio**

**M. Shannon Hernandez**  
*Creator of the Content Personality Wheel™*  
*and*  
*Founder of The Content Strategy Academy™*

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