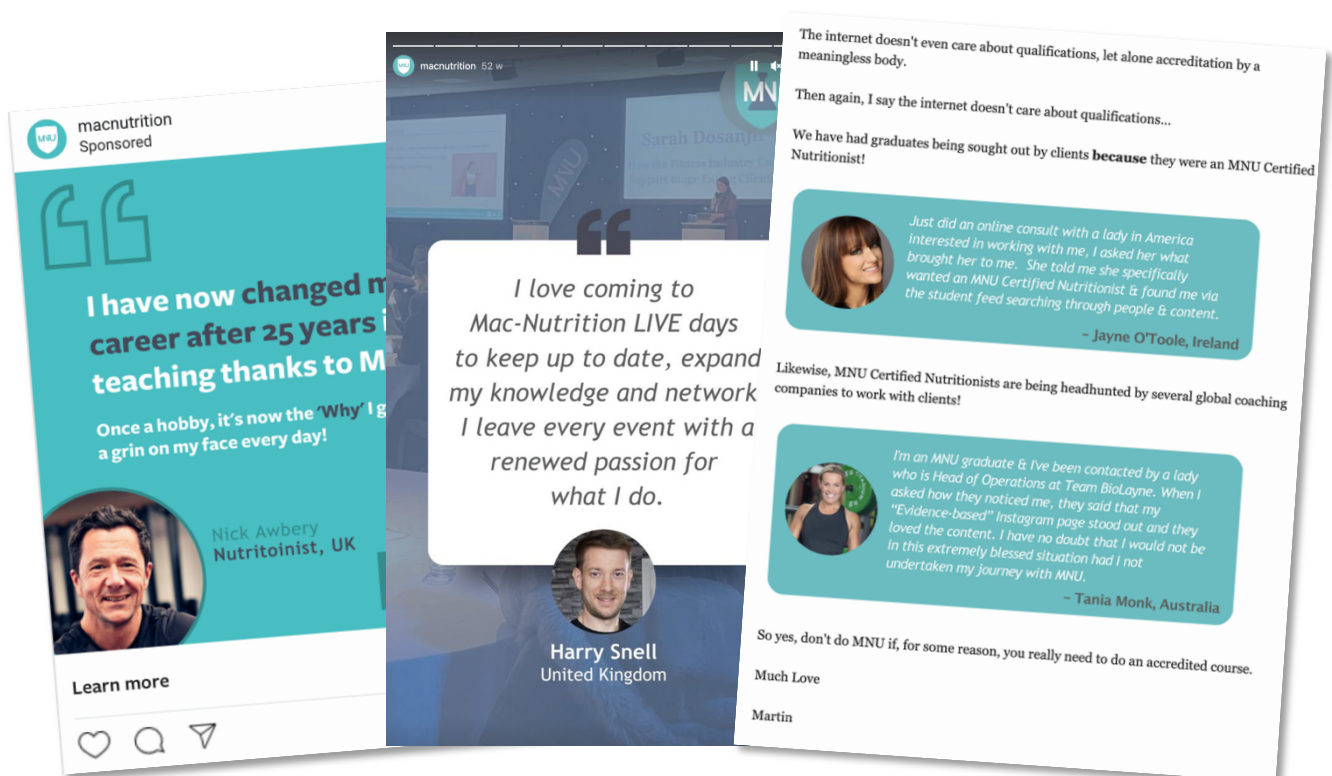


How to Create & Utilise Testimonials to Market Your Business



Client Testimonials | Where to Use Them to Market Your Business

- ▲ Testimonials can be used in many ways, here are a few examples of where we have found them effective:
 - [Instagram posts](#)
 - [Our website](#)
 - Instagram highlights (see below)
 - Emails (see below)
 - Advertisement (see below)



Top Tip: Catch clients on a high

Asking clients when they reach a goal or are happy with your service is a great time to get an honest, insightful, positive testimonial. You could even offer an incentive for their 'time' to produce a testimonial of value e.g. a branded t-shirt



Acquiring Marketable Testimonials | Effective Questions

- ▲ To acquire testimonials that can help market a specific area of your business, create specific questions for your clients to answer to lead them towards the key selling/pain points of your business!
 - e.g. What about my service stood out when compared with other coaches you have worked with?

7→ Please use the space below for your written testimonial*

For example: any particular success stories, how MNU relates to previous courses you have done or how your practice has changed as a result of MNU

Type your answer here...

Shift ⬆ + Enter ⬇ to make a line break

OK ✓ press Enter ↵

Top Tip: Maximise Selling Points & Address Pain Points

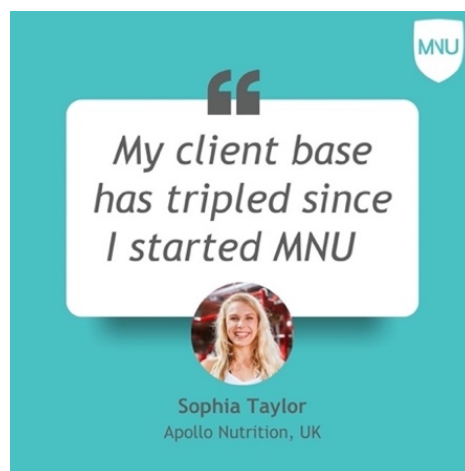
As well as highlighting key selling points, such as a client achieving their goals, testimonials can also be used to address some of the 'objections' that might be deterrents for prospective clients. For example, if your services are expensive compared to competitors, having a testimonial from a client saying *'This was a big investment for me but it was worth the money'* or *'I would have paid more'* can

- ▲ You may receive testimonials organically, for instance, when someone sends you a positive email or message, so keeping a log consistently could be helpful so they aren't lost or forgotten.
 - You could then have a process for following these up with a request to publish some or all of their words as a testimonial
- ▲ If you want a more automated system in which your clients complete questions you can use [Typeform](#) or [Google reviews](#)
 - To find out how to set up your business page, use our Google Business Page resource – [HERE](#)



Creating a Design | Templates & Sizing

- ▲ We've made some testimonial templates on Canva to get you started and save you time. These are completely customisable and include various elements you can use, for both the free and pro version of Canva:
 - [Testimonial Template \(1:1\)](#)
 - Primarily for Instagram posts
 - [Testimonial Template \(9:16\)](#)
 - Primarily for reels and stories on Instagram/Facebook



- ▲ If you are still struggling for inspiration, you can also search the 'Design' feature for other testimonial templates
- ▲ If you need any help with the basics of using Canva you can view their beginner's guide - [HERE!](#)

Top Tip: Turn Your Testimonial into a Reel

If you want to post your testimonial as a reel or video, you can use the 'Animate' feature on Canva. To do this, click on 'Animate' in the top toolbar and choose the animation option you would like to use. You can choose to animate the entire slide or just specific elements. Make sure to download the design as an MP4 file to keep the animations.

