



THE PERFECT TESTIMONIAL



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The Perfect Testimonial

It's important that you understand that if you are doing a fake testimonial or somebody is doing a fake testimonial, even though they're saying good things, generally, they're going to be putting off a disingenuous vibe which is going to hurt you. Don't make up testimonials. Don't use testimonials from people that don't have the product.

Never compensate someone for a review or a testimonial. This is a fine line. Compensation can be considered this or can be considered that. I recommend that you look into this, you can check out some tips and advice at the FTC website below but look, at the end of the day, if you're compensating somebody whether with money or with a free product or with something in exchange to give you a review, that could be seen as an influence that you're trying to influence that review so that it would be positive instead of negative where someone might give you a negative testimonial because the fact that you're giving some compensation, whether a free gift or money or whatever that that might sway their opinion of the product or at least somehow influence the testimonial.

Remember that transparency is always the best policy. If someone is getting something in exchange for the testimonial or they've been asked to provide the testimonial, it's usually a good idea to mention that in the testimonial. If it isn't mentioned in the testimonial itself, then maybe it should be mentioned in some text underneath or somewhere on the page.

You should never require or demand a testimonial from a user in order to unlock content or proceed with a purchase process or something like that. I've seen this happen and this is terrible. That is forcing someone to leave a review, forcing someone, because if they don't, then they're not going to get something that they feel they deserve or that they were expecting. This, again, could influence their decision of whether they're going to give you a positive or a negative review. You should never do this. You should never require a testimonial. Not only is it shady and it's just a douche-y thing to do but I'm pretty sure that's illegal.

Don't modify a testimonial. This is something that happens all the time but don't do it without the permission of the author. I recommend that you suggest to the author or to the provider of the testimonial an order of things, maybe give them a template, maybe make some suggestions about how to do it. As a matter of fact, I'm going to be providing you with a template here in just one of the next slides, but you should make that suggestion. You should probably write upfront when you're providing them with a template or when you're telling them about the testimonial process and the right way to do a testimonial, you should probably just write that in there saying, "Hey look, what I like to do is just answer these questions and use testimonial, create something

for me and then I would like to modify it so that it sounds well, reads well and I'll give it back to your for approval."

You cannot modify someone's words without their permission and the subsequent approval. Just because I asked and I say, "Hey, is it okay if I change your words a little bit just to make it fit on the page or whatever?" He said, "Yeah no problem, go ahead." You got to modify the words, that's fine, they gave you the permission to do that but now, before you publicize that, before you publish it, you've got to get the final approval, you got to go back with them with the modified word saying, "Hey, is this okay?" You can't just not do that and expect to be all Hunky Dorie. You've got to make sure that you ask permission and that you also get approval afterwards.

This is something that I've been a victim of, I know it infuriates it's. It happens all the time on the JV side of things. Don't ever use someone's name or likeness on any of your websites without their permission, especially if you're soliciting business. Some people might say, "it's perfectly okay because of the Fair Use Act and because of public domain to use someone's picture." Yeah, you're right. The moment that you stand to gain profit because of having used that picture, the person in that picture, the actors, the subjects in the photograph as well as the producers, the person that took the picture, they deserve compensation. They deserve a share of that, it's called the royalty.

You can't just go and start gathering public images. Why do you think that photographs taken in public and that are later published often blur out the faces of the subjects or blur out the names of products and stuff? It's because if there's compensation involved, if the publisher or the person that's distributing that work is making money, then everybody included as part of that work, every contributor to that work must get a share or must decline their share or give it up.

You can't use somebody's name or likeness. This includes your JV pages. This is where it happens to me and all the time. People are creating a JV page, and they say, "Hey guys, we're going to be launching our product on XYZ date. Make sure you jump on board because look at our awesome affiliates that we have." There's a picture of the top people in the affiliate marketing space and of course, somewhere in that group of people you have picture me and. I don't know what this product is, I haven't been approached about it or I may have but I did not reply.

Just because you sent somebody an invitation to promote your product doesn't mean that you can use their picture on your website to give the impression to other people that you're trying to get to promote for you that you have already confirmed, or that these affiliates have already confirmed to promote because you're trying to leverage that person's clout, those people's clout and those people's experience in the industry as a way to solicit business and to solicit endorsements from other people. That is against the law. You are literally monetizing my name and likeness on your website.

This is something that I should cover here because a lot of people out there create review sites. Most people that have review sites out there don't know what the fuck they're doing. They think that they're okay in reviewing products and using images from those products, logos from those products, internal screenshots from protected members areas in that product. They believe that it's okay to bash those products, call those products scams and now you're bordering on slander and libel.

Here's the thing with that. If you are legitimately describing and basically documenting an experience that you had and that experience is factual, you have evidence to back it up and that is the sole purpose, if news, even though you don't have a press license or a press pass, if it's helping the public good, then yeah, the Fair Use Act probably would cover that.

But here's the deal, if you have even one ad on that page or on that website, if you have even one link to a squeeze page or you have an opt in form where you stand you gain a subscriber that you will be marketing to and you have my product on that review site and you're calling it a scam or you're dissing it, just the fact that you're mentioning and using my image and my logo, you owe me money. You are literally leveraging my product, my name, my likeness, my buzz, my expertise, my credibility, my authority, my reputation to get visitors, viewers to buy your stuff or opt into your list. That is not okay.

Most of these guys who are doing these review sites make pennies and it's not worth going after them. But it is very possible to get them taken down under the Digital Millennium Copyright Act if they're using images or logos and things like that. Know that you can't just go and use someone's name or likeness just because you want to even if it was on the internet, you can't go. Just because there was a picture of me on Google, you can't go and swipe that thing and download it and put it on your site especially if it's a site that you're making money on.

Again, some of this stuff is to be left up to interpretation because there's always the what if guy. "what if I use it?" I can't possibly cover all the different scenarios. I'm sure that there are certain instances where yeah, that is possible. I'm not a lawyer, I'm just telling you that you must be careful, that you're walking a line when you're starting to do that. But when it comes to testimonials, when it comes to reviews, you are literally using these names, images, photographs, and even words to solicit business. You could be on the hook if you're doing something that you shouldn't be doing. Don't be a douche.

Knowing the differences. There are quite a lot of different things that people call testimonials but let's define them right now. First, a product review is a walkthrough or a demonstration of the product from the viewpoint of the user. This specifically showcases good and bad parts of the products. Sometimes, these things are riddled with all kinds of opinions. "I hate this because look what happens when I click here, it turns blue instead of green." That right there is a combination of a factual demonstration and an opinion.

Some people might say, “That’s not an opinion, That’s an expression of a feeling.” Again, see this is what I’m talking about where there is fine lines and stuff. The important thing here to distinguish is that if it’s a product review, they’re walking through the product itself, they’re doing a demonstration of that product, and this is being explained from the viewpoint of the user. When the vendor themselves is doing it, that’s a little bit different, that’s a demo and it’s from the viewpoint of someone that has a financial stake in the product being demonstrated, a little bit different. A product review is an actual walkthrough or a demonstration.

A testimonial is the account or the accounts of one user’s experience with the product, with the service, or with the company based on his or her interaction. Testimonials are factual experiences. I am giving my testimony, just like you are up on the witness stand giving a testimony under oath, when you’re called to testify under oath, you’re called to give facts, factual statements. Testimonials are not supposed to be riddled with a whole bunch of opinions, they’re not supposed to have a whole bunch of feelings and stuff like that. A testimony is an account of the person’s experience.

I know what we’re looking for on a sales page as vendors. It’s kind of a combination of testimonial and positive endorsement. Endorsements, speaking of endorsement, that’s another thing, a character endorsement or endorsement in general. It’s a recommendation. An endorsement is generally a recommendation. It’s somebody standing for someone else.

Recommendation is probably not the best word to put in the definition of an endorsement because recommendation is something that could be compared to endorsement. But when somebody endorses something, they’re basically saying, “Hey, I stand by this product. I endorse this product. I am happy to put my name on this or associate myself with this product, this company, this individual.” This must be done based on prior knowledge and experience.

A character endorsement is also very good to have on a sales page especially when they’re by other leading authorities in the industry that may be well-known to the audience that you’re trying to sell to. For example, if you are selling some health and fitness, maybe some supplement or something, some vitamin supplement and you have a website for it. You have a picture of Dr. Oz and there’s a quote saying, “I love such and such products from such and such person because they’re awesome.” If you got permission from Dr. Oz to use his image and likeness on your sales page and he said a quote or he was endorsing you, that’s awesome. You are getting an endorsement from an individual.

Dr. Oz may not have ever tried that product that you’re selling, that specific supplement that you’re selling on that page. However, he’s done business with you in the past or he has worked with you in the past and he knows you’re someone of good moral character, a good person to do business with, maybe you handled some situations with him, and he provided a character endorsement.

I do this all the time on my websites with my top affiliates, people that would be well-known to my audience like John Thornhill, Michael Cheney, Mike Filsaime, people that I've worked with in the past, people that may or may not have really anything to do with the product I'm selling at the moment but that have done business with me for years and that if anybody were to go and ask these people about me, they would give them a wide variety of instances where they've worked with me. A character endorsement is a recommendation of the company or individual based on the prior knowledge and experience of having worked or done business with that person.

This is where I said maybe I shouldn't have used the word recommendation in the prior definition but a recommendation itself, especially when it's a product, that's when the person suggests that someone goes and makes a purchase. If I recommend the product that means, "Hey, you should go and buy this." I'm telling someone that they should go and take an action based on my own experience. It's a little bit different than a character endorsement. Like I said, I shouldn't have used the word recommendation in the character endorsement definition.

Ultimately, I want to leave you with this, sales pages should contain a variety of user experiences and endorsements. They should be strategically positioned within the sales copy and places that make the most sense. Here's an example. Let's say that you have Mary from Portland, Oregon. Mary has submitted a testimonial, and her specific testimonial is about your UI, your user interface. She talks about how amazing it is to login to your website and how easy it is to navigate and how she was able to find everything she needed within the first few seconds of logging in and how it's been the easiest to use site that she's ever used.

That testimonial would be best positioned on a part of the page where you are demonstrating or you have screenshots of that login page, of that user interface because this person's experience makes direct reference to that feature of your product. On the part of your sales page where you are selling the audience on that feature, it's a good idea to add that testimonial there.

How about in areas where you're talking about your guarantee, your risk-free guarantee. This is a good place to put character endorsements from other marketers or big names in the business where they say, "Hey, I know who is. He's a person of his word, he's a man of integrity, he's always done business with me legitimately and I go to him whenever I have this or this." That's a great character endorsement that speaks to my credibility as a vendor. That's why something like that could be very beneficial.

I'm hoping that you're starting to see that these different types of submissions from people whether they be character endorsements, or testimonials, or reviews, or recommendations even, they're all useful when you're putting them in the right place and when you understand that there's a difference.

When somebody combines all of these things into one set of text and they give you this long run on paragraph and stuff, that's when it starts to look shady, that's when it starts to convey that

sense of, I don't want to say like it's sounds like they're lying but it starts becoming convoluted and as the user is reading it, they're not seeing a succinct message about someone's happiness on a particular part of the product but rather, they're seeing a whole bunch of people saying a whole bunch of really good stuff to try to get them to buy.

It's almost like you get banner blindness or just like you tuned it out, you tuned it out because you feel like it's just a bunch of bullshit. It's like good, good, good, good, good, this is awesome, what is this guy, guy's cousin or what that's giving this testimonial here.

Understand the differences and understand that sometimes a good review, if it's got too much positive recommendation plus an endorsement plus a testimonial plus a review, it's saying too much, you landed on too thick, it's probably going to hurt the conversion.

Here's a sample layout for you that you can use. You can use it to give it to your customers. "I purchased (product name) because..." You can write something like this up and say, "Hey look," to your customers that you're asking for testimonial from, "If you'd like to submit an experience, a documentation of your experience, I'd like to put up some testimonials on my page. Here's a very simple format that I'd like you to follow and with your permission, once I get back your answers to this questions, I'll go ahead and arrange the wording a little bit before I put it on the site just so that it looks good and it fits in the right spot and then I'll show it to you again for review." Then you give him something as simple as this, "I purchased (product name) because." "(Product name) helped me by so and so." "The result was so and so." "One thing I liked was their son and so." "I found the experience so and so." "I would recommend (product name) to people who need so and so."

You can tell them to indulge whatever section. They can change the wording around or the order around or make their own. Let them know that they have the freedom to make it their own and it is their testimonial. But sometimes when you provide this simple layout for people, it gives them something to go on because if you're just saying to somebody provide me a testimonial, man, sometimes you're going to get a book. Sometimes you're going to get like, "It was great." Three words. It's important that people keep their thoughts focused, let them know what you expect, how many words, 100 words, 50 words, how big you want it to be, whether they're doing it in text or in video, this is a simple process to follow. This is a very simple layout or little simple format.

One thing that I will say, a testimonial should never sell. Call to actions in a testimonial make it appear disingenuous. It makes it appear like the person's full of shit. For example, I've gotten testimonials from people where they're like, "Oh my God, I got content, not just content, Nitrous is awesome. I recommend that you go right down to the order button right now. Click the order button twice, buy this thing, buy one for you, and buy one for your friend. You should be buying this thing because I'll tell you what, if you don't buy this thing, the price is going to go up. I know

because when does these things, I see his prices go up all the time. I love this product, get it right now, bye, act now. I'll see you later."

That's not a fucking testimonial, it's just selling. It's just like you ask somebody to sell for you on your sales page. People put this on their sales page like they think it's going to help them, it isn't. It just makes me think that you got somebody that didn't have anything to say about your product so instead he just told me to buy it. Again, when you give that person who is willing and it's very possible that person is a user, but they didn't know what you expected, they didn't know what you wanted. They figured, "Okay, is asking for a testimonial. I guess he must need me to help him sell his thing. Let me give you something that's going to tell people to buy it."

A lot of times when you're asking for testimonial from marketers, they'll start marketing in the testimonial. Again, another good reason to give people a sample layout. A little bit about what to say and what not to say. Teach your customers how to create the proper testimonial based on the stuff that we've talked about here. It should read well on text, and it should look well and sound well, I should've added, and sound well if it's a video.

I'll tell you what, it really cracks me up when I see testimonials that look terrible, testimonials with a picture that's skewed. Sometimes, you ask somebody for a picture, and they give you a picture that's been cut three times, it looks so blurry, it was taken in 1972 in their college yearbook, and it was like this tiny little picture that they've blown up using Microsoft paint, it just looks terrible. It looks like hammered dog shit and here you are thinking, "That's the image that I got." No, you do not must use that image and you don't must use that testimonial. That image and that testimonial is likely to hurt your product sales because it looks like shit.

Another thing is I've seen testimonial pictures where it's a picture of someone's dog or it's a cartoon. The whole idea of a testimonial is me connecting with a customer that I can tell is person, a human being, that has bought this before. How can I do that if you got a picture of a cartoon? ", because I went to his Facebook account, and he has a cartoon on his avatar." Yeah, he's an idiot. You don't use that because then you're an idiot. You want to put a picture next to the testimonial that's going to serve the testimonial well. It should be a good, clear picture. It should be properly formatted so that it fits the area of the page, it shouldn't be skewed. What I mean by skewed, be too thin, and stretched, and tall, or skinny, or fat, or the wrong dimensions.

Sometimes, I look at these pages that people do and I'm like, "What's going on? What was going on through your head when you put that picture on there?" "It's a picture of the guy. That's the one he sent me." Yeah, but it looks retarded. It's a picture of his nose and his eye, where's the rest of his face? "I tried to make it fit." You just decided to use this left nostril and left eye? You got to realize that appearance matters, these things matter. Make sure it looks good.

When it comes to a video, if the person is supplying video, you can pull that and speak. "Hey look, if you're going to give me a video, I need it to sound good and I need it to look good."

Nowadays, most smartphones produce really good quality HD video. There's almost no excuse for someone to give you crappy looking video nowadays because even most webcams are HD now. I don't want to get a testimonial from somebody sitting in their bedroom with dirty underwear in the background or with stupid filth all over the place, it just looks terrible, or they just look like they're drunk. Appearance matters, all these things are important.

If I get a testimonial from somebody that looks like that, I'll hit them back and I'm like, "Hey, thank you very much for the testimonial. I appreciate the kind words, I really do. Unfortunately, I'm not going to use this because in the background of your testimonial, there are two dogs fucking. Unfortunately, I can't have this video on my sales page. Please be mindful when you record." Obviously, I'm exaggerating for a fact here in the video, but you get the point, appearance matters. What is being viewed on your sales page, if it's distracting, if the audio on that testimonial video is terrible.

So many people shoot their testimonial videos outdoors. It sounds like, it's just terrible. There's wind noise, it sounds like they're in a highway, and it's just terrible. I would recommend that you preface people, maybe have a short instruction on what's okay, what's not okay, that they should prepare, that they should make sure that the lighting is good. Best thing to do is get a testimonial indoors, by a window, during the daytime with good lighting, on a phone that has an HD camera on it. That is generally the safest thing to ask for.

This next section here, as far as what to say and what not to say, here's some suggestions. If you're the person writing the testimonial, what was the problem that you needed to solve? Why did you go and get the product? What was the reason that you decided to buy this thing? Why did you choose this business, this company, or this product? Why this one? How did the company or the product solved your problem? What specific thing? How was their solution unique? How is this product solution better than another one that you might have purchased or another one that you were considering? What did you particularly like about their approach or delivery or something that's unique to them that maybe other people don't do it that way? How would you summarize the experience as a whole? Overall, how do you feel about what transpired from you needing this problem solved, you're finding these people, the purchase process, the post purchase process, the delivery process, the whole thing, how do you summarize it all? Would you recommend it too other? If so, to who? What people would best benefit from buying this product or from doing business with this company?

These are some good things to consider when you're creating the testimonial. Again, I'm reiterating, use a clear unsexed image of the testimonial provider. Find a good image. I've seen so many people use images where the expression on the person's face, it looks like they're about to kill someone. They're frowning, they've got their brow down and they look like they're mad. That's a picture you use. It should be a friendly picture. It should be a headshot, shoulders and head. It shouldn't be a picture of them on their motorcycle wearing a freaking helmet. I don't care how

cool the motorcycle is, that is not going to serve your purpose of making a connection and building trust if you're wearing a freaking helmet, or a mask, or your cartoon. Always list the provider's name and a location reference.

I can be looked up if the person wants to look me up and they want to Google me. However, I avoid traffic leaks. Don't link that URL or that company because then what happens is, the person that's reading your sales page, if they're like, "Oh, who's this guy? I liked what he said there about hammer dog crap. Let me click on this link." Now, they're on my site. I'll tell you what, if they get to my site, they're going to stay there, you know that. They're going to go on one of my funnels and they're going to end up paying me a bunch of money. You just lost them because you put a traffic leak on your website. There's no need to link to the website or the Facebook page or anything of the individual in question. If you just put their name and maybe their company name, if you are going to put their website URL, don't make it clickable. I wouldn't put a website URL, name and company name beneath it is more than enough.

Let's close this out by saying, remember, make it easy for your customers. Provide them with the layout, give them instructions, tell them what you're expecting, have them provide a good video, tell them it must be good quality, tell them the picture must be a good resolution, high resolution. If you're asking customers to write testimonials for you should be. Don't be discouraged by the fact that, "Hey, there's right ways to do these testimonials, wrong ways to do these testimonials." It's not complicated. You got to go out and ask for testimonials but tell them that you're going to piece their answers together and let them approve it before it's published. Tell them this in advance.

Give them a format layout to follow, some questions to answer so they know what you expect. Because if you don't do this, they're just going to assume that you just want them to sell your product for you in text. They're not writing email copy to send to their list, what they're writing is a testimonial for your sales page. That's a very, very important distinction to make.

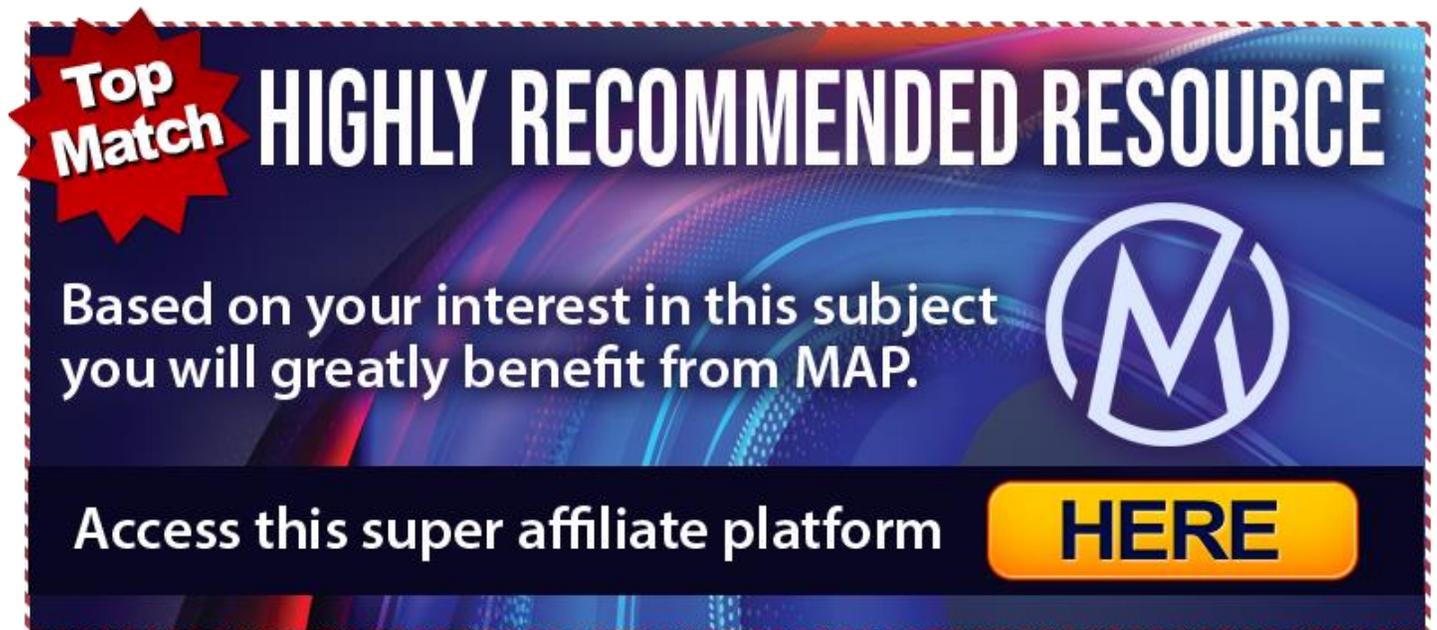
This approach, when you're basically telling them know in advance, it makes it super easy for people to provide a review and it's much more likely to be something that you can use, that you're going to get, and that's going to use. If you just said, "Hey man, can you write a review for me?" "Yeah okay, when I get to it." But some people feel apprehensive about it, they don't know what to say, they're afraid to say the wrong thing, maybe they haven't gone through your product thoroughly enough, so they don't want to commit.

Provide the testimonial template and tell them what you expect. I guarantee you, you're more likely to get a good testimonial. Just remember that your customers will outsell you 10 to 1, this is a fact. Anybody that tells you different is just basically withholding the truth from you. A prospect is much more likely to buy based on the experiences of prior customer than just about anything that a salesman can pitch.

I'm going to buy that new car since my neighbor gave me a ride in his and I've been seeing him and he's happy with his car. I've seen him washing it in the driveway and he's been driving that car for a long time, and he's told me it's done well for him. I'm going to buy that car because of that not because of anything that the car salesman said to me on the dealership floor.

Remember, your customers will outsell you. Look for testimonials but make sure that they're well written because if poorly written, poorly formatted, a bad looking testimonial, a poorly created video, this can hurt you even though they're saying good things about your product and telling your customer to buy it.

I hope you enjoyed this video, and you got a lot out of it. I look forward to seeing your testimonials on your sales pages very, very soon. Take care.



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