

# Testimonial Ideas that Boost Sales

Testimonials for your happy customers shows other prospects how your business can do a better job than your competitor and establishes trust with your clients.

Here a few ideas to get a testimonial that will “wow” your next prospect.



## **Feature an illustration**

Unless you have professional photos, illustrations work just as well.



## **Uses a traditional, short headline**

To grab your visitors attention and lead them to the whole story.



## **Feature the best, benefit-laden snippet**

Listen for the best part of the testimonial and feature it using a different font that is bigger and bolder. This makes it stand out from the rest of the story.



## **Include an audio testimonial**

Connect with your customers with an audio version of your customer's testimonials and hand it out to your next prospect.



## **Include contact information**

Just because you know a testimonial is real doesn't mean your visitors know it's real. You can easily boost the "trust factor" by including your customer's full name, city and state, and their web address.