

How to craft a powerful testimonial

How to be credible?



As Seen On
NBC CNN abc

MEDICAL
BREAK-
THROUGH!

**“It Literally Melted
Away 25 Pounds in
Just 2 Weeks!”**

-Kathleen Hodges, California
**Results Not Typical*

**New Weight-Loss “Wonder Nutrient” Helps
Women and Men Lose 10-25-50 lbs or More!**

Credibility is the number one prerequisite of a case study.

Their words, not yours



Avoid corporate speak



"We accelerate adoption by converting data-based interest into long-term consumption through a customer-centric, solution-based selling approach"

Avoid corporate speak

Happens often with media trained people

Quotes prepared by the PR department that sound fabricated and are full of jargon

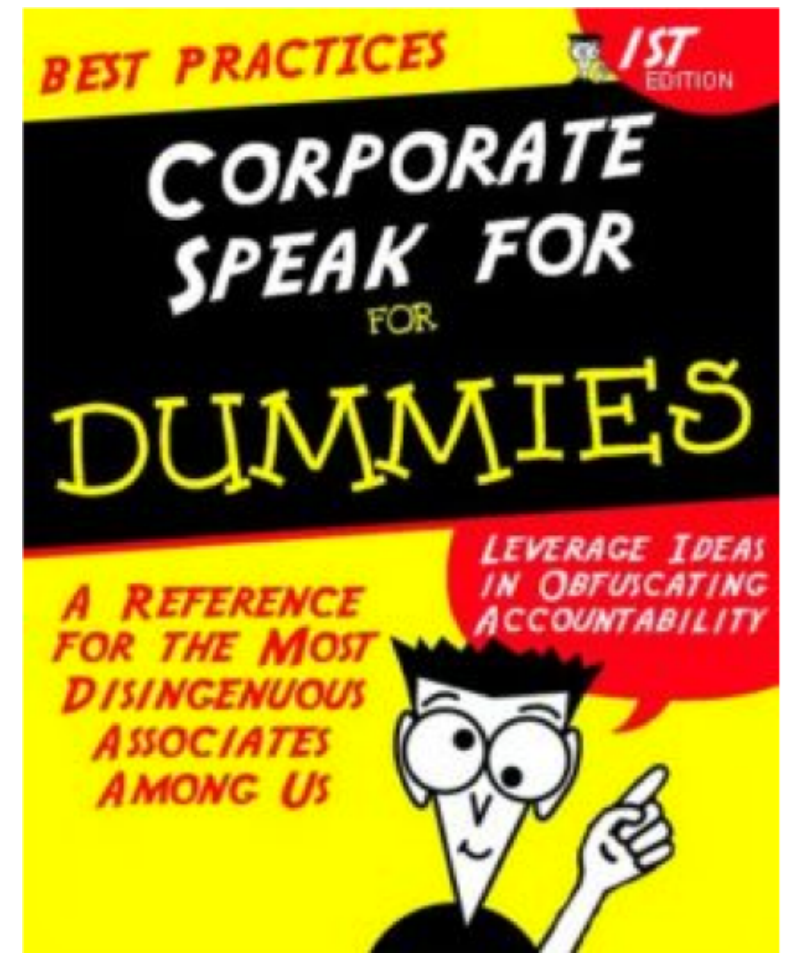
How to avoid this:

- Put the interviewee at ease
- Interview → intelligent conversation

Goal:

Genuine conversation, less hype

Reading tip: [70 Buzzwords and Jargon Phrases Salespeople Should Avoid](#)



Avoid corporate speak



Be specific

“It’s great!”

versus

“We increased lead generation with 90%.”

Highlight a unique benefit

“We reached about 470.000 lumens, and more than 300 lux per square meter. This was a first for the Arc de Triomphe.”

”

— **Christophe Gillier**
CEO of Cookies Production



Counter an objection

*“I wasn’t sure if **Case Study Writing Expert** was for me, but in hindsight, the invested time was minimal and I enjoyed every minute of it.”*

How to present your testimonials



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Apollo Franchising

Cheryl White, Managing Director

It was Cheryl White's experience as a District Nurse that led her to set up a home care agency. She set up Apollo Care from scratch in 2011 with her mum, one member of staff and a single client. 12 months later she had waiting lists for care packages and realised that she needed to grow the business, quickly

👍 Seven-fold increase in franchise size

The Problem

Cheryl decided that a franchise model was the best way expand the Apollo brand and values, but her own experience of manual rostering and invoicing meant that she knew she needed some software to help.



"When I set up Apollo, I was still nursing three days a week. I had a three year old. I just didn't have time for anything at all. Literally – I was up until two, three o'clock in the morning doing rotas on Excel. And then, once a month, I'd be in the office all day Sunday doing timesheets."

"I don't know how I did it now, looking back. It was an absolutely nightmare. But, at the time, you do what you've got to do, don't you?"



"In those days, the staff would hand in their own handwritten mileage sheets, so I'd have to go through all of those too, checking it against where they'd been"



"The customer service has been brilliant, and the software has been so helpful"

The Solution

Cheryl and her team looked at five different rostering systems, and settled on CarePlanner. "We liked the layout of it – we thought it looked quite simple to use. I know it sounds ridiculous, but I really liked the fact that a double up appointment had two little people on it, so you could easily see if you'd missed someone off. That was actually a big problem for us at the time."

But Cheryl quickly came to value CarePlanner's more advanced features, too. "In those days, the staff would hand in their own handwritten mileage sheets, so I'd have to go through all of those too, checking it against where they'd been"

How to present your testimonials

Codecademy Stories

Stories of people inspired by Codecademy to change their life through coding.

[Read all of our stories](#)



Sam Fellig

📍 New York, US

“I set my mind to it and decided nothing was going to stop me. In a very genuine way, at no point was failure on my list of options.”

From a non-technical guy with an idea to building one of the Time's Top 50 sites of 2013 Sam Fellig's story is nothing less than magical. But the founder of Outgrow.me says anyone can learn, as long as they stay positive.

Why did you want to learn to code?

I've always been the type of person whose mind is continuously racing with startup ideas. My wife is forced to act as the sounding board for all of my hair

How to present your testimonials

// I love how simple, yet very efficient HubSpot CRM is. The ability to customize properties has been a huge benefit to both my sales team and our reporting. //

LEAH LAWRENCE
Corporate Sales Manager | FoodJets

The Free CRM Your Whole Business Will Use

Start using the CRM that's 100% free, forever – with something for everyone.

Get free CRM

How to quote

Direct quote

Partial quote

- According to John, the product was tested extensively and considered to be 'not really up to snuff.'

Paraphrasing

- Many people think that Christian faith is tied to rules, but according to Marjan, it's about choice. Marjan tells that her life is much more in balance right now.

How to quote

Why paraphrase?

Regurgitating vs polishing

How to quote

- Yes, you can rewrite a quote.
- BUT:
 - Don't turn a quote into writing language!
 - **Quote accurately:** don't 'abuse' the quote and alter the meaning.

Prepare the quote for your customer

- When you communicate via email
- When you need someone's additional quote
- When you need several people's quotes
- Always double-check and ask approval