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# LinkedIn

# EXPOSED

How To Turn Any LinkedIn Profile into a Profitable Networking Machine

**HOW TO WRITE POWER TESTIMONIALS  
IN 10 MINUTES OR LESS**

W O R K B O O K

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V I D E O

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# **Linkedin Exposed: How to Write Power Testimonials in 10 Minutes or Less**

Do you run away screaming in agony when someone asks you to write a referral, recommendation or testimonial? Not only do most people have no idea what to write, they agonize over the expectations of the individuals who have asked them to complete this daunting task. Well, agony be gone...

I am going to teach you a very simple and quick method to write awesome testimonials every time. I will take the pain out of this task and make writing recommendations a fun task! Let's break this down in easy to follow steps.

## **Step 1**

Think about the situation you were in (or could be in) before you got the product or service you are recommending. Here are some examples:

*I couldn't even pay my electric bill.*

*I was lost in a world full of information overload.*

*I didn't know anything about Fiverr (i.e. insert product or service).*

*I had no idea how much money I was leaving on the table.*

*I had a great idea for a product of my own, but I had no idea how to go about making it happen.*

*I wanted to quit my job and have a business of my own but I had no idea where to start.*

After you choose the sentence that best fits your situation, make that the first sentence in your testimonial. And continue through the steps below.

## **Step 2**

Write what you did next to solve the problem or issue you just came up with. Did you use a product or service that helped you overcome the issue?

After reading/using (person you are writing testimonial for)'s

(name of product or service) , I was able to immediately get back on track.

I started to work with (person you are writing testimonial for)'s and suddenly I had an actionable plan to achieve my goals.

I used (name of product or service) and I was able to achieve results very quickly.

After reading (name of product or service), I was able to pay my bills and make a profit.

## **Step 3**

List one or more of the benefits of the product or service and then tell your reader the results of the action.

*The easy to follow steps in this eBook gave me an actionable plan that just plain worked.*

*The easy to understand videos showed me exactly how to make money online.*

*The powerful tools in this training course changed my life.*

## **Step 4**

Wrap up your testimonial by stating where you are today. See the examples below.

*As a result of this, I was able to make over \$10,000 in just over 30 days.*

*Because of this product/training/service, I was able to quit my day job and start my own business.*

*After using all these powerful tools, I was able to build a mailing list of over 10,000 highly targeted prospects.*

*I am looking forward to launching my very own first product next month.*

*I am now making 6 figures a year and have more free time than I ever had before.*

*I was able to quit my day job and spend more time with my family while earning more money than ever.*

*My sales are up over 400% and still climbing.*

After you have written your sentences from each step, it is time to put this all together to make your testimonial.

## **Testimonial Example 1**

I was so broke, I didn't know how I was even going to pay my electric bill. After taking Bob Smith's online course, Business in a Box for Newbies, I was able to get back on track quickly. His easy to follow steps for creating a money making product worked like a charm. As a result, I was able to make solid money within 30 days. After six months, I quit my day job and I now run my own business full time.

## **Testimonial Example 2**

I didn't know anything about how to create a targeted mailing list. After reading Lucy White's eBook, it changed my life. Her strategies for building easy squeeze pages with optin forms brought in more targeted prospects than I ever thought possible. As a result, I now have a mailing list of over 10,000 people in my niche and it brings me consistent money every month on autopilot.

## **Fill in the Blank Testimonial**

I was \_\_\_\_\_ (situation you were in). Then I found \_\_\_\_\_'s (person you are writing the testimonial for) product \_\_\_\_\_ (name of product). His/her \_\_\_\_\_ (benefit of their product) did \_\_\_\_\_ (what did benefit do for you)? As a result, \_\_\_\_\_ (what changed for you/result where are you now?).

## **Example With the Blanks Filled in:**

I was down to my last bit of money (situation you were in). Then I found Nancy Rush's (person you are writing the testimonial for) product, How To Build a Mailing List in 10 Days (name of product). Her easy to understand strategies using opt-ins (benefit of their product) really delivered and I was able to build a list lightning-fast.(what did benefit do for you)? As a result, I built a huge list and have been able to increase my sales by over 300 %.(what changed for you/result/where are you now?).

## **Summary**

Testimonials, recommendations and referrals really all have the same structure. You can use this template for testimonials on EBay, Amazon, Kindle and other platforms. This works especially well for recommendations on LinkedIn.

People use testimonials in daily life without even realizing it. How many times have you looked up product reviews before purchasing a product? Have you read movie reviews before buying movie tickets?

We use "social proof" to justify purchases and behaviors every day. When we take a road trip and stop to eat in a city we are not familiar with, we normally look around for restaurants that appeal to us. The restaurant that is well kept and very busy will draw us in, and we tend to by-pass the restaurant that is run down and has very little business.



Social proof is a mental trigger within each of us whether we realize it or not. The best testimonials are those that tell a story with emotion. They tell us the status of the writer before the event, the main benefits of the event and then the results afterwards in a meaningful way. The more you can personalize your testimonials and tell your story, the more effective your recommendation will be.