

## Your “Testimonials Snapshot”

To get a snapshot of the progress you’ve made so far in using testimonials, please take a few minutes to rate yourself on each of the following topics, using this rating scale:

- 1 - I have no idea how to do this
- 2 - I understand this, but haven’t yet started
- 3 - I’ve got a pretty good start
- 4 - I’ve done it, but would like to improve
- 5 - I’m a pro!

Not where you’d like to be in every area? No problem. Look to the right of the checklist, and you’ll find out where you can learn more.

*Learn more in:*

|   |   |   |   |   |   |               |
|---|---|---|---|---|---|---------------|
| I always ask for feedback immediately following my programs and events              | 1 | 2 | 3 | 4 | 5 | Chapter 2     |
| I routinely request testimonials or endorsements from leaders in my field           | 1 | 2 | 3 | 4 | 5 | Chapter 2     |
| I quickly follow up on unsolicited feedback to get necessary permissions            | 1 | 2 | 3 | 4 | 5 | Chapter 2     |
| I know how to use offers to get more feedback, more testimonials                    | 1 | 2 | 3 | 4 | 5 | Chapter 3     |
| I have a great list of questions that help me get powerful testimonials             | 1 | 2 | 3 | 4 | 5 | Chapter 4     |
| I know how to choose which testimonials to use to build my business                 | 1 | 2 | 3 | 4 | 5 | Chapter 6     |
| I get proper permission for every testimonial – whether I’m ready to use it, or not | 1 | 2 | 3 | 4 | 5 | Chapter 5     |
| I collect all the contact information I need to make the testimonial credible       | 1 | 2 | 3 | 4 | 5 | Chapter 5     |
| I understand how and where to use testimonials in my marketing materials            | 1 | 2 | 3 | 4 | 5 | Chapters 6, 7 |
| I regularly write endorsements and testimonials for others’ products                | 1 | 2 | 3 | 4 | 5 | Chapter 8     |