

## Tips on Testimonials

Testimonials and endorsements are powerful means of promoting your book and persuading readers to purchase it. When people read about others who have benefited from reading your book and have similar issues, they are much more likely to purchase your book. The first step is to solicit testimonials and endorsements from others. The second is to give them guidance in providing a testimonial that will be helpful for you.

### Soliciting Testimonials and Endorsements

Testimonials and endorsements are similar. Endorsements refer to comments from experts and celebrities, such as actors, sports stars, well known experts in the field, famous authors and politicians; the more reputable or recognizable the name of the person endorsing a book, the more people will purchase the book. While endorsements are stronger than testimonials, they are more difficult to obtain and take a lot longer. It can take months to obtain an endorsement. Still, it's worth it to try. First you want to identify whom to approach for an endorsement. Do a little research to find out if anyone in your network might have a connection to someone you want to get an endorsement from. Try to identify fifty or more celebrities to approach to get a few endorsements.

When you have identified the celebrities you want to approach, send each one a personalized letter that shows that you know who they are. Tell them that you would be honored if they would endorse your book, and provide a few sample endorsements for them to revise as they see fit. Include a copy of your book as well as a self-addressed, stamped envelope. Make it easy for them to provide the endorsement for you. Most likely, you'll still have to follow up several times. If you haven't gotten anywhere after five follow-up attempts, you would probably be better off directing your energy elsewhere.

Regarding testimonials, seek recommendations from other experts, authors and professors in your field, as well as from customers who have benefited from the content of your book. Send a free copy of your book to them with a cover letter, letting them know you would be honored if they would read your book and provide a review. Again, seek at least five times the number of reviews as what you want to get back. Also, make sure you get their consent (preferably in writing) to use the review and the person's name and other identifying information on the review in your book or on your website.

### Content of Testimonials

Testimonials work best when they describe specific benefits or positive results to be gained from reading the book. Generic verbiage such as "An excellent read" won't persuade people nearly as much as more specific reviews such as "After reading this book I was able to implement the tips easily and saved myself over \$500." Providing real life examples also help



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make the testimonial more engaging. Testimonials of two to four sentences tend to work better than longer ones, since more people will read the shorter ones.

Testimonials that include the person's full name and other identifying information, such as title, company, city and state, are viewed as more authentic than those that just have a first name. Testimonials are sometimes made up, but when a name and other information is provided, it's much more likely to be accepted as valid since there would be a way to verify whether the person truly gave the testimonial.



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