



# Get 'Standards' in Testimonials

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Business Toolkit



## Ensuring Brand Consistency/Flow in Testimonials

To be used to help others make solid testimonials and can help you with chasing video testimonials also as a script for the reviewer to follow.

If you are looking to grow your online testimonials or in general looking to get larger volume of text/video testimonials people will mostly be keen to get involved but equally they will always ask - what do you want me to say! Without the right type of prompts people can really deviate and go off course and thus you end up with a very 'mixed bag' of review/results.

Try using a similar guide to below to capture the right type of reviews for you and your brand.

As always soft editable copies 'de-badged' can be found in the SAOR SHARED FOLDER NOW HOSTED VIA THE [MEMBER PORTAL](#) - Please always 'Make a copy' before you make any edits.



## CREATING YOUR BRAND TESTIMONIAL

Use the below template to help prepare your testimonials from a structural standpoint. You can email this out and/or get them to fill in face to face. It will ensure consistency in message. Face to face can be better for response rates.

<p><b>WHERE THEY WERE?</b></p> <ul style="list-style-type: none"> <li>⇒ How were you feeling?</li> <li>⇒ How did you look?</li> <li>⇒ How was your energy?</li> <li>⇒ What put you in this place?</li> <li>⇒ How long were you here?</li> </ul>	
<p><b>WHY THEY SAID NO MORE?</b></p> <ul style="list-style-type: none"> <li>⇒ What triggered you to change?</li> <li>⇒ Why did you adamantly say NO MORE?</li> <li>⇒ Was there a particular moment you realised you had to make a change? Why or how did this moment occur?</li> </ul>	
<p><b>PHYSICALLY WHAT HAPPENED?</b></p> <ul style="list-style-type: none"> <li>⇒ Once you began what happened to you physically?</li> <li>⇒ Was it challenging? Did you ever feel like stopping?</li> <li>⇒ What results did you see? <i>Eg. weight loss, lift increase, Personal bests achieved, goals smashed etc..</i></li> </ul>	
<p><b>HOW DID THAT MAKE THEM FEEL?</b></p> <ul style="list-style-type: none"> <li>⇒ How does the physically journey affect you and how you feel?</li> <li>⇒ If you had to could you do it again?</li> <li>⇒ So now, having been there and back, what have you learnt?</li> <li>⇒ How are you feeling today?</li> <li>⇒ What was your fitness goal?</li> <li>⇒ And what is your new one?</li> <li>⇒ What would they say separates BOLT from the rest?</li> <li>⇒ What support did they receive along the journey?</li> </ul>	