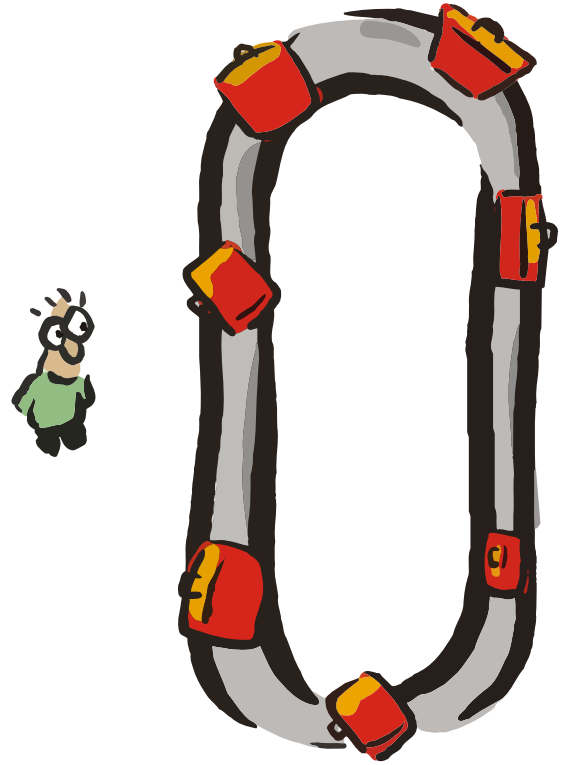


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Testimonials with the Brain Audit

How To Improve The Quality of Your Testimonials Using the Brain Audit

By **Sean D'Souza**
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Testimonials with Boing!

I was in the middle of a presentation when this concept of testimonials hit me.

Darn. Why didn't I think of it before?

Your testimonials can be ten times more effective than they are right now. Don't believe it? Check out the pages to follow. You'll quickly understand that testimonials are far more powerful than you think.

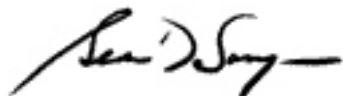
Structuring the testimonial is what makes it magic.

Presenting, tah-dah, structure. So that you can go about getting far better structure and power in your testimonials. And it's not just the HOW, but also the WHY of why you need to structure your testimonials.

This report is a thank you and a surprise!

I do trust you'll like the surprise and tell me how you've used the Brain Audit in your business. And specifically, how this little report will help you get better testimonials.

Warm regards from under down under,



Sean D'Souza
sean@psychotactics.com
Auckland, New Zealand
(Land of the 64 Million Sheep)

Why Structure?

You've read the Brain Audit, haven't you?

And it's possible, you read it five days ago. Or maybe five hundred days ago. It's possible you implemented some of the information. Or just decided to put off implementing the information till a later date.

Whatever your situation, there's one facet of your marketing that can do with immediate change.

The one facet?

Your testimonials, mon ami. Testimonials maketh the customer decrease risk and increase trust. I know, I know...Everyone and their dog has testimonials these days on their websites, brochures, advertising etc. And you're thinking: "Man, this testimonial stuff doesn't work for me."

Well, try buying something without a testimonial. Try going to a movie without a review. Trying heading down to Borders and getting a book and finding out it's yucky, yucky, yucky. The next time round, you'll sure want a testimonial.

Besides, you are not your customer. No matter what you and I think, we are not our customers. Our customers buy for their own reasons, not for our reasons. So if you haven't got those testimonials up yet, this is a hammer on your head.

Boing!

But what if you already have testimonials?

Yes, you might already have testimonials. This report will show you how to get even better testimonials in the future. Believe me, there ain't such a thing as too many testimonials.

How do we know?

Because we put up a page on our website with 800 testimonials. We just sent our customers to that page. No sales pitch. And yet customers were buying the product on that page, by the droves. The testimonials alone were causing customers to buy.

First HOW...

First, let's just revisit what you learned about testimonials in the Brain Audit

*A testimonial reduces risk. It's all about you, but you're not saying it. Someone else is. And that makes a huge difference. It's believable and removes a large part of the doubt from the buyer's mind.

*There is great power in a testimonial but super power in the Reverse testimonial. The reverse testimonial is more in line with our naturally skeptic nature. Work towards getting testimonials that are well balanced with a good dose of initial skepticism.

*Construct it with Problem and Solution in mind. The key to a great Reverse testimonial is the problem upfront. And then the solution. Pay close attention to this fact. Always audit your testimonial for a problem and if there isn't one -- get one! Remember the client came to you to solve her problem. So the problem must exist. Use it to create drama in your testimonial.

*Make sure you have a good sprinkling of angles for your testimonials. Some clients look for speed of delivery, some look for reliability, some for friendliness. Make sure your testimonials cover the bases well.

*The biggest secret to getting testimonials is a three letter word. It's called ASK. Just keep asking and you'll get a whole range of testimonials. It doesn't matter if you have a hundred and ninety nine testimonials. The two hundredth one might be a real winner. Collect testimonials like stamps. And then put the best ones in you stamp collection :)

*The best format to get testimonials is audio. It's easier to be fluent in speech than on paper. Use a recorder to capture the moment and the tone. If audio is not possible, use email. However, make sure you cover the questions below and you'll get really good testimonials.

The factor you've missed...

The questions you need to ask the client are:

- 1) What did you like most about the product/service?
- 2) What were your perceptions before we started?
- 3) How has that perception changed?
- 4) What are the three biggest benefits?
- 5) Would you recommend our product/service?
- 6) Is there anything else you'd like to add?

As you can see there's now structure in your testimonial. There's a distinct pattern. A clear path. And your testimonials become a lot more powerful than ever before.

But we've missed out one factor

That one factor is about linking the testimonial to the objection. If you read the Brain Audit carefully, you'd have noticed the sequence. You'd have noticed that right after the Problem/Solution/Target Audience, comes the whole horde of objections.

What you may not have realised is that your testimonials can be linked. Yes, linked. Linked to the objections. So imagine one of the objections was *price*. What would your testimonial be about? Why *price*, of course! If the objection was about the *speed of delivery*. What would the testimonial be? You got it. It would be about how the customer wasn't sure about the speed of delivery, but now that he's worked with you, he's convinced you've got the fastest delivery in town.

Can you see what's happening here?

We're linking the testimonials directly to the objections. Why would we do that? Because the customer is going through the phases of

- 1) Attraction
- 2) Risk
- 3) Trust

You attracted the customer with your trigger early in the Brain Audit

Then you went about removing the risk by taking the various bags off the conveyor belt. However, when your testimonials nullify the objections, you're doing a double take on your customers. You've killed the customer's objections early in your communication. Now you're going one step further. You're killing it again, this time with testimonials. You're building trust, without saying a word. Nope, those words are all coming from your existing customers. And they're not just spouting 'cho-chweet' testimonials, but they're actually tackling the objections as well.

Turn the page to see some examples :)

If you were born before 1968, you should read this ad carefully

Do you find yourself exhausted at the end of the day? Do you find it harder to bounce back the next morning, despite a reasonably good night's sleep? If you struggle to have enough energy to take you through the week, maybe you need to consider yoga.

Yoga? But I'm not flexible enough...

Yoga isn't all about flexibility. Or about strength. It's about increasing the lubrication between the joints, ligaments and tendons of your body. Over the years, your body has become extremely rigid. With gentle asanas (yoga poses) you can release the tension built up in your body. As your body relaxes and gets more supple, you have more energy to tackle the pressures of each day.

If you suffer from neck aches, backaches and circulatory problems...

Yoga helps tremendously, because Yoga is perhaps the only form of activity which massages all the internal glands and organs of the body in a thorough manner, including those - such as the prostate - that hardly get externally stimulated during our entire lifetime. Yoga acts in a wholesome manner on the various body parts. This stimulation and massage of the organs in turn benefits us by keeping away disease and providing a forewarning at the first possible instance of a likely onset of disease or disorder.



Does this picture scare you? Yoga doesn't require such a high level of flexibility. No matter how inflexible you are, you can do yoga quite safely.

Introducing Injury-Free Yoga

It's important to learn how to do yoga and not injure yourself. As we get older, we injure ourselves easily and it takes far longer to recover. At the Yoga Institute, we specialise in Injury-Free Yoga. Each class is structured in a way that you don't over-stretch or harm yourself. When you attend the Yoga Institute, you'll see the batches are small and there's specific instruction to help you get the best out of yoga.

Here are some testimonials:

I used to think yoga was all about flexibility. And I don't consider myself a flexible person at all. Yet the Yoga Institute has guided me gently along. And I love my yoga class. I'm telling all my friends about it. I even got my wife to come along. Now we don't miss a single class.

-Bruce Billon

My back used to hurt terribly. I couldn't work. I couldn't sleep. Life was getting to be a torture. And ever since I've joined the Yoga Institute, my back is so much better. I couldn't imagine waking up without a

backache. Now the pain and frustration is just history.

- Martha McKenzie

As a lawyer, I'm in a very stressful job. And I'm often very tense. When I come to yoga, it calms me down. I often enter the Yoga class absolutely drained and by the time I'm ready to go back home, I'm full of energy. I can't believe how full of life I feel with yoga.

-Michael Smyth

YOUR GUARANTEE

Judge for yourself. Bring this leaflet along, and you get your first Yoga class absolutely FREE. You'll feel energised and refreshed in the first class itself. No obligation to join.

Beginning: Tuesdays in January

Yoga at the Yoga Institute: 465 North Avenue, Milford, Auckland

5:45 pm - 7:00pm t

4 Classes (1 hr 15 minutes)

• \$30.00 for Common Space members

• \$35.00 for non-members

1st class is always free for a total of 5 classes

Yoga Institute
Injury-free yoga

465 North Avenue, Milford, Auckland. Phone: 575 3530 Email: yo@yogainstitute.co.nz

Notice the objections? They've been incorporated in the text itself. Notice how the testimonials are actually mirror images of the objections? You can do the same with your testimonials!



In the short term you were an expense

Julia Doak
Entrepreneur and Multiple Franchise Owner

"Today, when customers walk into my store, I don't sell them a bed. They buy a bed from me.

That was not the case about a year ago.

I'd been in business for close to ten years owning and managing three franchises, when I ran into Sean on a cruise ship, of all places. He was speaking at our annual franchise conference. I met Sean later at a franchise meeting over lunch, but we never really got down to working together.

Till after the PsychoTactics Workshop, that is...

I went to the PsychoTactics Workshop and it totally changed the way I looked at my business. The concepts were easy to implement both for customers and for staff. And I'm glad I took the team members on my staff as well, as they too started looking at the business in a way they had never done before.

I did two consecutive workshops with Sean

In the first one, I think we improved about 20%. We changed our whole way of thinking. It was a pretty dramatic shift in the way we approached things after learning the concepts in the Brain Audit.

The second workshop really drilled home the facts. My sales tripled. The best part is that I wasn't spending any more money, but my approach was totally different. Once you think differently, the words come out more effectively with customers.

My husband was quite skeptical that it would work

I was on a high after the workshop. It's often hard to maintain the momentum - to keep that spirit going. Often in two weeks time it's all gone. The consulting with PsychoTactics helps me keep the momentum on track. Working with Sean is like having a workshop all the time, 52 weeks a year.

My husband was skeptical at first. I was full of enthusiasm, and he said "Oh yeah, this will fade away." I would regale him with ideas and customer stories and how we were going to change our advertising. He wasn't impressed at first, but he soon came around when he saw the changes.

In fact, we reduced our advertising by 90%!

The advertising spend is a tenth of what it was last year at this time, and the sales have increased by 30%. At first we were not sure. We didn't want to pull out the advertising. It was what we'd done in the past and how we made profits in the last 8 years. Sean got us to analyse our advertising, test our customers. We had to make

Another example of the testimonial that was initially an objection. You'll find this testimonial on the website at <http://www.psychotactics.com/julia.htm>

Your Action Plan

1) You've seen the examples. Now make sure you get testimonials too. And get 'Reverse Testimonials'. If you haven't read how to get reverse testimonials, you'll find the explanation on Page 65 of the Brain Audit.

2) Make sure you get in touch with the client as soon as you've completed a job. The client wants to give you a testimonial. Use the questions that have been discussed on the previous page.

3) Link the testimonials to the objections. If the client's biggest objection was 'price', you can be sure other clients have the issue of price as well. Your testimonial should start with the client objecting. (See overleaf for two examples of testimonials)

4) Make sure you create a bank of testimonials. Then use the testimonials everywhere. Make a page full of testimonials on your website. Put 50 testimonials on the cover of your direct mail envelope. Put testimonials in your live presentations and speeches early. And make the testimonials real and linked to objections.

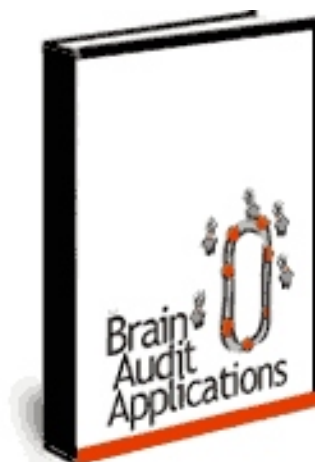
Take these simple four steps today and you'll see for yourself how your sales will start to climb without you doing anything at all. Testimonials work. And they work better with structure.

Best of all, putting together a great testimonial isn't much more work than putting together a yawn, ho-hum testimonial.

So get crackin' :)

Your customers are waiting to give you the world's best testimonials.

Recommended Products:



Applications of the Brain Audit

How the Brain Audit is applied in brochures, sales letters, websites, advertising etc. Plus: How to create a tag line in under 49 seconds! SPECIAL OFFER FOR EXISTING CLIENTS (That's you!) Click anywhere on this page to see a live example and video that shows you what you get when you buy the Applications of the Brain Audit. Or go to <http://www.psychotactics.com/baapplications.htm>

The Intense Power of Triggers: You know what triggers are. Now learn how to create triggers on the fly, as you go through a series of examples that enable you to instantly (and magically) create triggers - both for your business or any business.

Create Tag Lines in under 49 Seconds: Your business card, your website, your brochure and all of your written communication needs to instantly telegraph what you do. But what you do isn't of interest to the customer. Learn how to create taglines loaded with a WIIFM factor -- and how to do in under 49 seconds.

How to Make An Elevator Pitch That Stops Clients In Their Tracks

Learn how to make the constraints of time work for you. Learn how to create an elevator pitch that creates an enormous need for your product/service.

How to Use Brain Audit concepts to create headlines: Learn WHY certain headlines work better than others. Then learn how you can create headlines by seeking out the best headlines (You'll instantly know which ones work and which don't) and tweaking them for your business. You never have to sit around and mope because you can't get the right headline for your article or salesletter.

How to stop wasting money on your advertising: Take the audit trip, and find out specifically which ads work and which don't. Then learn how to spot the mistakes in the advertising and how to fix those mistakes -- with real examples.

How to turn a crappy direct mail piece into a stunner: Learn how to make your direct mail piece stand out in your customer's hands. See an example of a Brain Audited direct mail piece and how you can use all the elements of the Brain Audit in a tiny, tiny space -- and have maximum impact!

How to analyse emails: Which emails work and which don't. Find out the specific triggers as each email is analysed to create a specific response. Why write emails that get trashed? Learn to write emails based on scientific principles of the Brain Audit and see a completely different response to emails you send out from here on.

Learn to identify the essential elements of websites: Watch carefully as a website is stripped away using the Brain Audit. Each website is analysed and you learn what works. And what doesn't work. You'll definitely want to change your website after reading this chapter.

Why testimonials aren't enough: In the Brain Audit, you learned how to create the Reverse testimonial. Now learn how to take the testimonial to a completely new level. What should you have in your testimonials and how do you go about getting them?

How to prevent customers from deleting your articles: Crafting your article with the Brain Audit, will cause your readers to be riveted to your copy. In this chapter, you'll see for yourself how the concepts of the Brain Audit are used time and time again -- and how they create a compelling article, that customers can't help but read.

How to create revenue from your speaking engagements using the Brain Audit concepts: It's not what you say, it's how you say it, that matters. Learn the systems (and see part of the speech I use) to sell thousands of dollars worth of product to a live audience. There are specific hot spots in a speech. Learn how to use those hot spots to turn tentative prospects into red-hot clients.

Instant Makeovers: See how a down to earth newsletter was turned around in less than a couple of hours. Even when you get all the Brain Audit elements right, there are visual elements that may let you down. See for yourself design can play a pivotal role in causing customers to buy.

Go to <http://www.psychotactics.com/baapplications.htm> to avail of the special offer.

Resources

Psychotactics' Sequential Training System

If you've bought a product from PsychoTactics or have read through a free report, you'll be keen to learn if there are more goodies in the Psychotactics collection. Heck, sure! Not only are there more products and training courses, but here's a little helping hand guiding you along the sequence you need to follow to get the maximum advantage. On this page, you'll find the sequence that has worked best for most clients. On the pages to follow you'll get other resources, training systems and consulting options.

Step One: The Brain Audit

If you're wondering why clients seem to back away at the last minute, there's a darned good reason why? You haven't taken off all the bags off the customer's 'conveyor belt'. Each customer buys (or doesn't buy) your product, because of a specific set of reasons. If you want to guarantee sales time after time, you need to know exactly what's going on in the brain of the customer. The Brain Audit, helps you look inside the customer's brain and literally anticipate what the customer is going to say or think next. Don't struggle with declining sales and yo-yo profits. The Brain Audit shows you exactly what you need to do to improve your conversion rate. [To find out more click here.](#)

Step Two: 5000bc Membership

Imagine a place where like-minded professionals just like you meet each day. Imagine where topics from consulting, Internet marketing, speaking strategies, copywriting, direct mail, new technology, graphic design are explained in great detail. Imagine where you can find detailed and incisive critiques on websites. Imagine where learning is a whole lot of fun. Well, you can stop imagining. If you have read the Brain Audit, your next step is 5000bc.com. Membership is restricted to just 1200 members. When 5000bc reaches 1200 members, the membership will be closed. If you'd like to find out how to get to 5000bc before the doors close, click here to get to www.5000bc.com

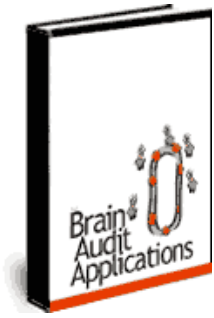
Step Three: The Brain Alchemy Masterclass

Have you ever wondered how to get, keep and grow clients with a very specific, step-by-step strategy? The Brain Alchemy Masterclass shows you how to avoid the minefields that most businesses run into -- and how to create a business that literally runs itself over time. It's no fun struggling day after day, week after week. Learn powerful core strategies that will give you business structure and immense leverage. And learn at your own speed with 19 Audio CDs + The Brain Alchemy Comprehensive notes on how to implement the system. If you're serious about getting your business not just to the next level, but several levels up, then then [click here to read more about the Masterclass.](#)

To view all Psychotactics Products

<http://www.psychotactics.com/products.htm>

Books and Self Study



The Swipe File for the Brain Audit

If you've read the Brain Audit, you'll want to take a very close look at the Applications of the Brain Audit. The Applications book takes you deep into the world of emails, speeches, websites, presentations, direct mail and dozens of other applications, where you can see HOW the Brain Audit is being used — and how you can use similar ideas for your own marketing material. Judge for yourself, [by clicking on this link](#) and seeing how the Applications of the Brain Audit can help you right away. (Members get an obscenely special reduction in price)

Psychological Secrets of Successful Websites

Look inside dozens of strategies and tactics to increase customer traffic. Learn about the:

- 1) Psychology of a Powerful Website;
- 2) The Psychology of Selling Products & Services Successfully
- 3) The Psychology of Creating Loyal, Raving Fans

To get almost nine hours of information on how to create a website that customers love and buy from, [click on this link](#).

Consulting and Live Training Programs

CONDUCTED VIA PHONE, WEBSITE, AND EMAIL



Compelling Copy: How words get customers to buy!

Do you feel your marketing material could attract far more clients, if only you could write more persuasive copy? Do you feel that you start, stop, struggle and then just plain give up writing, because it's way too hard? Do you long for a mentor that you trust, who could show you EXACTLY what you're doing wrong, and how to fix your copy, to a high level of persuasion? To find out more about the compelling copy course, [click here to see more details or register for the next batch](#).

To view all Psychotactics Products

<http://www.psychotactics.com/products.htm>

About The Author

It all started with a guy called Leo Burnett

Over 15 years ago, fresh out of college with a degree in accounting (of all things) Sean joined an advertising agency called Leo Burnett.

From Copywriting To Cartoons

There he 'met' a man who had spent his lifetime in the hard trenches of communication. Few people made more of an impression on him than Leo Burnett himself. Leo's determination (in the middle of the Great Depression) and his integrity shone through even though he'd been dead for many years. His statement "Reach for the stars. You may not reach them, but you won't come up with a handful of mud either" was one of Sean's driving forces.

From this skill of working with one of the best advertising agencies of the world took Sean on the heady road of copywriting, writing TV commercials (and how to do them in 5 seconds), graphic design, cartoons and web design. The underlying synchronicity was the constant search to find ways to communicate in the simplest, most effective manner.

Are you a Psychologist?

That's what people often ask Sean. That's a hard question to answer because he tends to read about 100 books or more a year and listen extensively to audio tapes on learning while travelling to and from workshops, conferences and consulting. The knowledge contained in those audio tapes and books, when meshed with his own unique perspective, helps Sean to give readers, workshop participants and clients a unique perspective on business. Psychologist he may not be, but 'psycho' he can be :) {Look for the testimonials on the website!}

Up at 4

It's a normal working day, when the clock strikes 4 and that's why if you write to Sean, you'll often find answers to your emails at weird hours. It's the best part of the morning and it helps him focus on the nitty gritty of the human brain and why it does what it does. His parents were teachers and they always woke up early and that has stuck. What has also stuck is the ability to pass on that knowledge freely.

The fountain of knowledge flows freely. Take a deep drink!

Feedback

If you have any feedback or any questions please email or call Psychotactics. No matter is too small.

Email: sean@psychotactics.com



If you find anything that bugs you, please click on the bug above to send me an email. Nothing is too small or too big. And if I can, I'll be sure to fix it.

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