

SAMPLE TESTIMONIALS

Another great way to get your Sample packs out there is to ask people to review your products and give you a testimonial for your business.

People generally love to talk, and they also love to give their opinion! Think about a time when someone has asked you to give your feedback on something. Did you feel special because this person valued your opinion enough to ask?

This also takes the focus away from you feeling too “salesy” or feeling like you are “pushing” product onto your friends/family. People don’t want to feel “hunted” or pressured to buy. The focus should be on making someone feel important AND spoiling them by giving them a Sample of products to try :)

WHY ARE TESTIMONIALS GOOD FOR YOUR BUSINESS?

Building a base of testimonials and comments about our products for your business is gold!

- Testimonials can build TRUST
- Builds YOUR belief in the products
- Builds your NETWORKS belief in the products
- Gives you the opportunity to use comments and personal opinions about our products when talking about products at your 1:1 appointments and group presentations
- If gives you the opportunity to use the testimonial in your online and hard copy marketing (newsletters, mail out, flyers etc)

HOW TO ASK FOR A SAMPLE TESTIMONIAL

Option 1

“Hi (x), I am building a series of testimonials x for my new business. I really value your opinion and I know you love (x products). If I sent you a sample pack to try for a few days, would you do me the biggest favour and give me a testimonial on what you thought of them? It would mean the world to me!”

Option 2

“Hi (x), I have just started a new business in the (healthy/wellness/beauty) industry. I am super excited and I love the products, but I am totally learning as I go! So it would be helpful to me to know how it compares to other brands on the market. I’m building a testimonial base and I would love to get your opinion. I can pop a sample in the mail for you this week of our top selling (x products) and follow up a few days later. I would be so grateful because I really value your feedback!”

Option 3 (current client)

"Hi (x), how are you? I am working on growing product testimonials for my business. I know you already love your (x Arbonne product) so I would love to feature you and get your opinion on another (x) range of our products. If I gave you a sample pack this week would you try it for a few days? I'll then follow up to get our feedback. I really value you as a client and would be so grateful to get your feedback!"

YES – great! What is your address I can drop off or pop in the mail to you today? I'll follow up in a weeks' time on (x date) to get your testimonial.

HOW TO REACH OUT VIA SOCIAL MEDIA FOR A TESTIMONIAL

>> ALWAYS POST WITH A PHOTO OR VIDEO!

Option 1

"I'm looking for 5 people to review these products for me and provide a testimonial for me. I'll send you a (x product) Sample pack with enough product for a (x day) trial. If you are in type - YES PLEASE - in the comments below and I'll PM you to get your mailing address"

Option 2

"I love this product, I seriously can't get enough! I am looking for 5 people to sample the same product for me and tell me what you think! I am growing testimonials for my business and I would value the feedback."

Option 3

"Facebook friends, I could use your help with a product trial and testimonial. I am looking for 5 people who are willing to try (x product) for a few days and share your results with me. I'll send you a Sample pack and all that is required is that you use the products morning and night at home and complete a short survey of questions for me after. Please comment below or PM me your address to mail the sample to, and your phone number in order to complete the survey. Thanks"

FOLLOW UP QUESTIONS (PROMPT THE TESTIMONIAL)

- What was your favourite product/s?
- What did you like most about that product?
- Did you find the steps/product information I gave you easy to follow?
- Could you see yourself using these products on a daily basis?
- What did you enjoy the most about the 3 day at home experience?
- Would you recommend these products to your friends/family?
- Is there anything else you would like to add?