





**Expert Master Class
Webinar 2: Pillar One:
Positional Statements
- Part II: Testimonials**





**The first PILLAR in
establishing yourself as an
authority in your field is
creating positional
statements about you:**

•as a practitioner





The first PILLAR in establishing yourself as an authority in your field is creating positional statements about you:

- as a practitioner
- as a leader





The first PILLAR in establishing yourself as an authority in your field is creating positional statements about you:

- as a practitioner
- as a leader
- as an expert in your field





The three tools for creating positional statements are:





The three tools for creating positional statements are:

1. Authorship





The three tools for creating positional statements are:

1. Authorship

2. Endorsements and testimonials





The three tools for creating positional statements are:

1. Authorship

2. Endorsements and testimonials

3. Referrals and Recommendations





Testimonials



Testimonials – Exceptions that make the rule



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Be aware of legislation and professional guidelines that relate to your profession.



The value of endorsements and testimonials.



The value of endorsements and testimonials.

The power of social proof



If you are successful...



If you are successful...

You are getting endorsements...



If you are successful...

You are getting endorsements...

And testimonials.



You just may not be getting the endorsement you want or the testimonials that serve you the best.



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Why not?



The reasons clients have resistance to testimonials are...



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5. They do not understand the reason for the testimonial
6. They lack a complete reason to support your business



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3. They are shy or inwardly directed people
4. They are uncomfortable with how they will be perceived
5. They do not understand the reason for the testimonial
6. They lack a complete reason to support your business
7. They feel overwhelmed with the request



How to deal with resistance





Eight methods of using your testimonials:



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1. Case of the week



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2. What clients have to say book



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3. In care plan documents and reports of finding



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4. Niche testimonials
5. Clinic notice boards
6. Create a praise register
7. Education materials
8. Your marketing material



The 7 keys to successful testimonials





The 7 keys to successful testimonials:

1. Pre-empt the testimonial





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5. Ask for a picture





The 7 keys to successful testimonials:

1. Pre-empt the testimonial
2. Ask at the height of the client's positive experience
3. Get specifics
4. Get permission
5. Ask for a picture
6. Audio-visual testimonials





Exercises and Actions:





**Exercises and
Actions:**

**1. What are your
restrictions and the
opportunities in
relation to
testimonials?**





**Exercises and
Actions:**

**2. Where and how
can you use
testimonials?**





**Exercises and
Actions:**

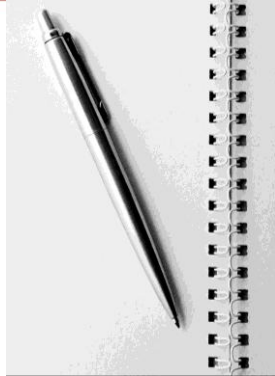
**3. How are you going
to collect them?**





**Exercises and
Actions:**

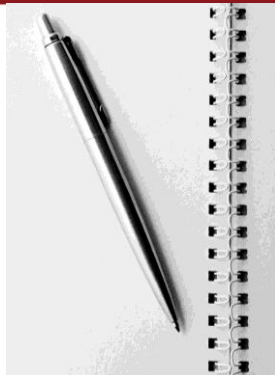
**4. In writing or in
person... ask for
testimonials with the
following questions:**





**Exercises and
Actions:**

**5. When you first
came to the practice,
what were you
presenting
with?**





**Exercises and
Actions:**

**6. How were you feeling
with that condition?**





Exercises and Actions:

7. What work had been done on you in the past in relation to that condition?





Exercises and Actions:

8. How effective was it?





Exercises and Actions:

9. Did it work?





Exercises and Actions:

10. How long did it last for?





Exercises and Actions:

11. Why did you come here?





Exercises and Actions:

12. What was it that brought you to this practice?





Exercises and Actions:

13. What did you experience at the time of your initial consultation?





Exercises and Actions:

14. How did you find our approach with the history and examination?





Exercises and Actions:

15. What did you gain from our being so thorough with our examination processes and further testing?





Exercises and Actions:

16. How did you feel as a result of being given a comprehensive report of findings?





Exercises and Actions:

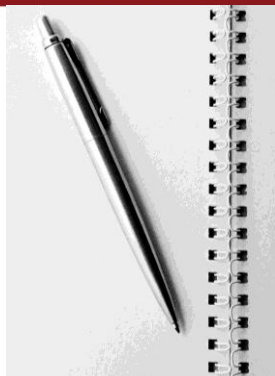
17. What did you learn as a result of all the information that we provided you?





Exercises and Actions:

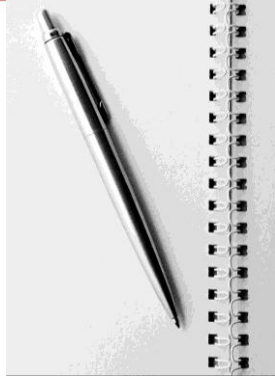
18. What do you understand now about your condition and what was necessary to bring about a change?





Exercises and Actions:

19. When we delivered our care program, did it make sense and provide confidence moving forward to the outcome that you desired?





Exercises and Actions:

20. What was it about the care program that offered you confidence and certainty?





Exercises and Actions:

21. Was the care program sufficiently detailed to know what it was that was necessary from you?





Exercises and Actions:

22. When we began care, what was your experience of how we provided our care?





Exercises and Actions:

23. How did you feel with the work that we provided?





Exercises and Actions:

24. What type of results did you get?





Exercises and Actions:

25. How quickly did you achieve those results?





Exercises and Actions:

26. How specifically have you benefited or gained as a result of your care program?





Exercises and Actions:

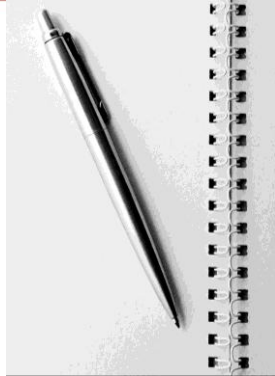
27. How do you feel now as a result of the work that has been done?





Exercises and Actions:

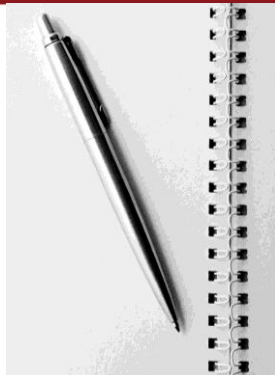
28. How have you changed and exactly how do you feel as a result of the care?





Exercises and Actions:

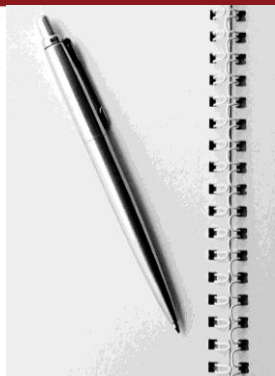
29. How have you changed and exactly how do you feel as a result of the care?





Exercises and Actions:

30. Is there anything you could say to help people that are not sure or who are uncertain about whether or not this care could help them?





Exercises and Actions:

31. If you were uncertain about the care at any time, what were those uncertainties and how did you overcome them?





Exercises and Actions:

32. What would you say to another person who was still unsure, but was thinking about beginning a care program?





Exercises and Actions:

33. If you could summarise what brought you to the practice, what your experience was and how you benefited from the care at INT, what would you say?





Exercises and Actions:

Write your action list now!





Power Principle: How Testimonials Will Help You Become An Expert In Your Field

Ask yourself: how can I use this strategy to become a recognised expert?



Here are 3 ways to use testimonials to become an expert:

1. **Sharing the message and story of your practice.**



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2. **Creating "Buzz" about the care you provided and the philosophy you practice.**



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1. **Sharing the message and story of your practice.**
2. **Creating "Buzz" about the care you provided and the philosophy you practice.**
3. **To demonstrate and emphasise your desire to help and serve the community.**



Implementation Strategy:

Do one thing at a time: set in place your testimonial gathering system before progressing.





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