

The Perfect Testimonial Template

Your testimonial can be as short as only a few lines, but the following items show the sort of things that can work well.

“My name is _____, I’m from _____, [city, country]

I am a _____ [profession/what you do]

[Expose a personal weakness, challenge, pain or loss - for example:
“Ever since / I’m not good at / I’m experiencing / major pain or challenge.”]

[Describe how things have been: eg: losing money, wasting time, never seeing my kids, working too much, affecting my health etc]

[Describe your major discovery - and what happened: e.g. “I signed up for The 30 Day Success Formula and...this happened / I learnt this/ I see things in a different way etc]

[Describe how things are now:

Examples might include such things as:

You are more focussed or committed to your own happiness and success, you are less fearful, more determined, more energised, happier, more empowered. You now know for certain you can achieve your dreams, more confident, more successful, more productive, more energised. You can now see more clearly the effects of your dominant thoughts and emotions in your daily life, more meaning and purpose in your life etc.

- BE SPECIFIC]

[How will The 30 Day Success Formula change your income, business, free time, your health, your family or your ability to contribute to a higher cause?

For Example:

“I’m now more focussed, efficient, energised, and I get more done in less time. I’m starting to spend more time with my family. I’m less fearful and more confident. I’m experiencing a greater sense of freedom and purpose and I’m enjoying life more than ever before”]

[Bonus: What does your spouse/kids/friends/co-workers/peers say?

“My kids are so happy they get to see their dad more and my entrepreneurial friends want to know what my secret is”]

[Closing: “Thank you Mike for creating The 30 Day Success Formula and for helping me toI never thought I could do.....because.....but if I can do it so can you.]