

Testimonial Marketing - Outline & Sample

How to create impressive testimonials:

- Assign a CA to be responsible for obtaining, designing, and maintaining testimonials.
- Choose testimonials from patients with great results and discuss at weekly team meetings.
- Ask patient to complete **Testimonial Questions** (*Module 6, Week 4*) and sign consent for use.
- Interview patient, adding notes/details to Testimonial Questions. Include in final document.
- Gather all props that patient no longer uses, i.e. medications, braces, crutches, etc.
- Obtain photo with DC or get action/portrait photo from patient, plus video clip.
- Gather supportive research (pamphlets, articles, research, etc.) to add credibility and highlight corresponding symptoms and spinal levels on **Orientation Talk - Chart of Effects** (*Module 6, Week 5*)
- Present rough-draft testimonial with the above items for DC to review and approve.
- Print testimonial on high-quality paper and deliver to framing store for assembly.
- Tape signed authorization to back of frame and hang for display.
- Display testimonials throughout practice and website, plus videos on Social Media sites.

Sample (taken from Testimonial Questions document):

A. WHAT WAS YOUR CONDITION? (Location and severity. How long was it present? What caused it?)

I had seasonal allergies.

B. WHAT STEPS HAD YOU TAKEN TO PREVIOUSLY GET HELP?

Had to take allergy medications daily.

D. IN YOUR WORDS, WHAT DID THE CHIROPRACTOR DO?

Spinal adjustments to correct subluxations.

F. HOW HAVE YOU IMPROVED?

Allergies are completely gone!

My statements were given freely and without any coercion or incentive.

I authorize the doctor to use my written thoughts, comments, and/or testimonial for advertisement and/or public review including, but not limited to, the reception area, newspaper, patient newsletters, Website, etc.

I understand that I may revoke my testimonial at any time and will notify the practice in writing, if I desire such revocation.

Name: _____

Signature: _____

Witness: _____