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Tips on How to Write a Powerful Testimonial That Makes YOU Look Good*

by Dianne Ruth, PhD

1. **Address your testimonial to the reader.** Instead of writing, “Dear Dr. Ruth,” write, “Dr. Ruth (or Dianne) helped me with....” “She....”
2. **Identify what your problem, issue or concern was when you began working with me.** Some examples might be, “I was struggling with severe panic attacks”; “...relationships issues”; “...feeling anxious and bad about myself”; “...being unmotivated”; “...procrastination”; “...feeling overwhelmed with my job”; “...anger, pain and betrayal”; “...being unorganized,” and so forth. The more precise you are, the more valuable your testimonial will be.
3. **Tell the reader about me, my services and how I was able to help you.** Did you find my personal manner to be caring, compassionate and supportive? Were my services helpful? What did I do that helped you resolve your issues or assisted you in your situation? Share an insight or a memory.

For example, “Dr. Ruth used hypnotherapy with me and taught me EFT. As a result, my paralyzing fear of public speaking disappeared. In addition, my self-esteem and confidence has soared. I am now loving my new and much higher paying career job that includes my giving lots of business presentations and training seminars!”

4. **Speak up.** If there is one or more aspects of my services that you were impressed with, and because of them you would recommend me to others, please say so. For instance, “I love it that when I really need her, I can reach Dianne by phone seven days a week including holidays.”
5. **In summary, use your own words and style.** Keep your writing natural and casual, and give it your best. Pay attention to spelling, grammar and other rules of writing that you would consider important.

Give thought to what you want to say. Type a draft of your testimonial in notepad or other word processor. Rewrite your copy until you are satisfied with it. Sleep on it. When you are satisfied with your wording, select and paste it into the testimonial edit box online or wherever it goes. If you are still unsure about how to get everything down and get it right, feel free to contact me for a little coaching with copy editing.

*The above guidelines are mostly designed for clients. If you are a colleague, business connection or friend, just reframe the information accordingly.

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