

1) Please rank in order of importance WHY you use our professional teaching services:

2) In question #1 you ranked the main reasons why you took advantage of my services. Please explain how I "deliver" on these benefits:

"Dear Prospect,

I am like you. I was concerned about buying a that would really do a good job. We were worried about this and this and this.

We decided to give a try. Now we know that does a great job! He delivered this benefit and this benefit, and most of all this benefit.

We highly recommend that you use him if you want these same benefits. If you have any questions about what he did for use, call me at (555) 123-4567."

The perfect formula for a testimonial is:

"Once I was lost, and now I am found"

"I was having real problems doing xxxxx and it was costing my business a bundle: then someone suggested that I use yyyyy, so I tried it and I have been using it ever since!. It has saved me so much *****. So thank you zzzzzz. I am so grateful I found you!"

Testing shows that the more contact details, the better a testimonial performs.

John - London

John Parkes - Hounslow

John Parkes - Hounslow - contact on 020 4978828