



Heart Centered Copywriting



*Writing sales pages
for your offers with
love and effectiveness.*

Class Six

Elements: Testimonials,
Unique to your offer

Element 15:

Testimonials

Name: Testimonial (or Case Study)

What it is:

A testimonial is a quote from another person about your work. A case study can be, in one form, a more complete, long-form testimonial.

Why it's Important:

A third party speaking positively and honestly about your work can do a lot to build trust.

The Spiritual Work It's Doing:

It can echo and empathize with the client's point of view more strongly. It helps to both weave a larger container of trust, and it brings in the reinforcement that it's not just the client, but others as well who have trusted you and they've actually received help from you.

Testimonials

How You Create It:

A testimonial is powerful when it includes the full name/identifier, and even a photo, of the person giving the testimonial. It also can be powerful if some honest pre-purchase skepticism is included.

Here are questions to ask to generate strong testimonials:

1. What did you most like about the product or service?
2. What were your perceptions before you started the product or service? Did you have any hesitations?
3. How has that perception changed?
4. What was your experience with <your name> as the facilitator?
5. What were the three biggest results or benefits you received from this offer?
6. Would you recommend this offer/person to others? To whom, and why?
7. Do you have anything else to add?

When asking these questions, you may well want to follow up asking for more detail. Often people will answer in more general terms, and by following up they will often provide way more detail than even they thought they had. The more they talk about it, the more they'll be reminded of other things.

Asking, "Anything else?" or "Is there more?" after they've answered a question can help to generate more details that can be really helpful.

You can take an interview like this and make it into a more complete, longer case study testimonial, that details someone's journey from their original struggle, their finding your work and any initial skepticism or hesitation, through their experience of working with you, to the results they saw from that work.

Testimonials

Where it goes and why:

The most powerful way to place testimonials is when they echo what is being said in the copy.

For instance, if you're describing in the Deliverables that the live calls are meant to be safe spaces where sharing is encouraged and healing happens, ideally you would have a testimonial from a previous participant that goes right after that description that affirms that experience from their perspective.

What to Watch For:

Testimonials can be too general or bland, and so are not as useful. That doesn't mean you shouldn't use them, if that's all you have. And, the more specific a testimonial is, the more powerful it can be.

If You Don't Want To Use It:

You don't absolutely have to have testimonials. If you're new and haven't had clients yet, or haven't gotten around to acquiring any, it's okay to not have them.

If you're shy about asking for testimonials, then it is more than worth it to get through that shyness because the good words of people who like you add a lot. Honestly, folks who have liked working with you are almost always delighted to give them

Element 15

Testimonials

Example:

From our Learning Community sales page, right under a section where we mention the Remembrance calls.

Remembrance calls on Monday and the every-other-month retreats have created a deep unconscious practice of turning to the Divine in my business and my life. I almost can't remember what it was like before...



Leslie Nipps

From our Marketing to Strangers sales page, right under a section about spiritual teachings in the context of marketing.

"I'm just very moved by the depth and clarity of Mark's spiritual teaching. It's rare enough to come across in any context, let alone a business one. Thank you for the lifetime of heart-work and the commitment to learning that I imagine went into weaving practical, spiritual, and emotional lessons together so seamlessly. And thank you to the folks behind the scenes helping the container function smoothly so the wisdom can shine through."



Jojo Donovan

Past participant

Element 15

Testimonials

Example (cont):

From our Learning Community sales page, a more general “case study” version of a testimonial, using video in this case. Note: this is a screenshot, the video doesn’t play. To see it on the page, go to <https://www.heartofbusiness.com/community>

Joselito Laudencia - Client Experience

- ✍ I've achieved a lot more consistency in my business.
- 📅 A couple of recent months have been my best income months ever. The program has more than paid for itself.
- ⬅ If I could go back in time, I wish I could go back and start with this program. It was more affordable and got me to create the foundation that I was really needing, and didn't really know it.
- ♥ One of the real refreshing pieces of this program was being able to embrace spirituality as business.



Dr. Amina Aitsi-Selmi - Client Experience

- 🌐 When I found Heart of Business, it was like a whole new world opened up.
- 👤 Understanding what selling is and how it can be healing and a form of loving was such a big release that enabled me to step into business with confidence, clarity and even joy!
- 👥 I enrolled my first four clients pretty much within a month.
- 💰 I hit my income target within the first month.



Element 16:

Unique to your offer

Name: Unique to your offer

What it is:

If you generated questions or concerns that are specific to your offer that aren't addressed by any of the other Copywriting elements, you can create an element for each one.

Why it's Important:

There are sometimes aspects of your work or your offer that aren't covered by the standard copywriting elements already listed. In that case, you will want those aspects addressed to help the reader feel safe.

The Spiritual Work It's Doing:

It depends to some extent on what the topic you're addressing is. In all events, it's adding to safety and connection.

How You Create It:

Using the approach taught in Class 5, you'll want to discover the questions and concerns people might have that you would not always think of. Once you have the topic identified, you write a section to address those concerns.

Some people use an FAQ approach to these topics, especially if there are several. Others just create a separate element that fits in seamlessly.

Element 16

Unique to your offer

Where it goes and why:

There is no one standard place it goes, although they do tend to go lower on the page because these topics usually have to do with something unique about your approach or your context, so they often appear near the About You, or Your Approach elements.

What to Watch For:

As with other elements, you don't want to explain anything at a practitioner level. Instead, remember what you learned from the Your Approach or the Deliverables elements about explaining enough to help them feel safe.

If You Don't Want To Use It:

If your offer doesn't have a topic like this, you can ignore it. If you discover later that there is one, usually because a potential client asks you a surprising question, you can add it at that time.

Element 16

Unique to your offer

Example:

From our Marketing to Strangers sales page. Spirituality can be a sensitive and important area of concern, so I almost always include a section about our approach to spirituality on our sales pages.

The spiritual aspect of this work.

Spirituality in business has become all the rage, and I'm grateful for that. The acceptance of spirituality in business has been the work of many people over decades, and it's a relief.

However, it's not all equally effective.

Many versions of business spirituality take what I call the "gas tank" approach: fill up on spiritual connection, like filling your gas tank. Then, when your tank runs down while "doing business," stop and go fill back up again.

Other approaches seem to be connected to versions of "think and it shall be" that can get caught inflating the ego and trying to use the world as a big shopping cart.

Neither of those approaches have resonated with me, and some versions of them do real harm.

This course does have a great deal of spirituality in it. That's because there is no realm of human life that isn't touched and permeated by spirit. What's needed is not to integrate spirit and business, but to see how it's already integrated.

Our relationship with spirit directly affects our relationship with the nitty-gritty day-to-day details of being in business, in profound and helpful ways. Instead of a gas tank or shopping cart approach, we'll relate to the larger reality as a humbling, sacred mystery.



Unique to your offer

Example:

(cont) This section appears just below the one above. I not only explain my approach to spirituality, but also my particular lineage. Not all unique issues require this extensive an element

Those Crazy Sufis



The Sufis, which is the spiritual lineage Heart of Business teachings are based in, cling to a notion of devotional surrender, which attempts to live every moment of life with awareness that the Divine, the Source of Love (which is not, incidentally, an angry beard in the sky) is always present.

(If you're unfamiliar with Sufism, perhaps you've heard of the poet Rumi? Or Hafiz? They are both considered Sufi saints and masters. I, Mark, have learned Sufism at the feet of a Sufi sheikh from Jerusalem, who was the inheritor of an unbroken 1400 year old spiritual lineage.)

The Heart of Business approach was born out of the realization that certain esoteric spiritual teachings are present within many nitty gritty business practices. The awareness of this already-existing integration means that the work of business itself can be a spiritual practice. There is no "tank" to run dry, just the always present invitation to remember Love even while you get your hands dirty... and the dirt is Divine as well.