

What you need to remember when acquiring patient testimonials:



- ASK** for the testimonial.
- Try asking for 'feedback' instead of using the word 'testimonial'
- Longer, detailed testimonials are better than short ones
- Encourage the patient to include your name, practice name and any treatment provided
- Always take a 'before' picture before you start treatment
- Always take an 'after' picture once the treatment is complete
- ASK** for the testimonial
- Tweet your testimonials on twitter!
- Set up an attractive space in your office for patients to utilize for testimonials, pictures and videos
- Make sure this area has good light exposure
- Always have necessary resources available and ready (I.E. Camera, laptop, forms)
- Make asking for testimonials an everyday habit by the entire staff
- ASK** for the testimonial
- Make sure you have the patient sign a permission release form for all testimonials/pictures
- Keep copies of completed forms, permission releases and pictures on file
- Add a testimonial to your email signature

- ❑ NEVER use a testimonial of any form without the patients permission
- ❑ Place testimonials on your website!
- ❑ **ASK** for the testimonial
- ❑ Post testimonials on your Facebook page!
- ❑ Put before and after pictures on your treatment/procedure pages!
- ❑ Get creative and showcase your handwritten testimonials in a scrapbook, framed, on corkboards, etc!
- ❑ Always make sure your patients are comfortable
- ❑ Don't forget to fax your written testimonials to Ekwa - 866 345-3739
- ❑ **ASK** for the testimonial
- ❑ Utilize all social media resources to display your testimonials
- ❑ Implement testimonials into your newsletters and marketing materials
- ❑ Use testimonials as personal recruiters for your practice!
- ❑ Place video testimonials on your YouTube channel
- ❑ Show- don't tell! Show prospective patients the quality of work you do through pictures and testimonials
- ❑ **ASK** for the testimonial!!!

**AND Most Importantly
ASK for the testimonial!!!**