

How Charley Valher Used Testimonials To Improve The Conversion Rates Of His Traffic Funnel

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❖ How Charles started his journey

- Charles ended up in the digital marketing world when he was in a band and had to kind of screwed up his education to the point where he wasn't going to go on to university or anything like that.
- His heart had to find a way to kind of make it in the world and the internet just seemed like the easiest way the time.
- He ended up in the whole internet marketing space and he first started on eBay and had a successful ebay store that grew up at the time because eBay was burning.
- Now, sadly, that didn't work out too well for him for a few reasons. One is that eBay started to change and a lot of competition came into the space and my lack of skill really did start to shine.
- So he need to learn how to make sales online like. He need to learn how people have a website and buy stuff that was the mindset of the time.
- So in the beginning he tried to hire people to help him do that and he got burned quite a few times.
- So he decided to learn this himself and not going to be reliant on the snake oil salesman. So he is into kind of learning digital marketing websites and all that stuff from there. And then he went on to eventually found his PPC agency which was his first true love in business.

❖ Trust Funnel

- So in coming into the Outsourcing Angel, where business owner was looking for a virtual assistant or virtual team member were a handheld solution.
- Kind of like upwork but with someone that's you know vetting the staff recruiting the right people then ensuring that you know it's the right fit for your business.
- The analogy Charles use is that upworks like a meet and greet service. Outsourcing Angel on the other hand is like a meet, greet and integrate service that will actually get the team member up and running in your business.

❖ Starting point of Charles business

- First point was just contacting everyone he did from the agency world and saying, look, we've got something going here you're going to want to get involved in this and that was ground zero is we just worked out networks that works really well because he had a really good understanding of marketing agencies and online business because that was his strength and then how the A's and virtual team is could be used to dramatically lower their overheads.
- ❖ **How to get video testimonials for your business**
 - So having a good script so we would look at helping clients understand how to structure it and it's not that we would insert the words or tell them to hey, say these exact things or anything like that we would just give them a bit of a framework where they could insert their comments and be a little bit more confident.
 - The second thing is that I think some of them go for way too long, like your testimonial videos you know attention spans are not enough like a minute. A good minute is amazing. Obviously, you know, there's no such thing as too long really true boring, but I think that takes a lot of the pressure off.
- ❖ **Sample of a good testimonial**
 - So making sure that the people you were using a relatable to your ideal customer really important.
 - Second part of that is that what you want to go through next did a really simple context is the way you were at before and then where you're at after. Take people in the transformation.
 - The next part is the impact. So it's like based on this happening you know what impact has that had on your business. You will feel so much better at PPC and like our results have doubled or making an extra knowing those awake.
 - And then the last part is what we want to do is look for the objection. Okay, so what you would say is, you know, on this last part here is removing any doubt. So if there's a common objection, you get with from there. Inevitably when people go through our marketing right if they've got an objection in their head, they don't feel the soul. They don't buy.
- ❖ **Maintaining integrity against objections**
 - If someone's recording on their own method that can be really good.
 - Another method that's working incredibly well also is interviewing.