LEGACY PARTNERS · SHARE YOUR STORY

How to Give a Testimonial *in about 45 seconds!*

Five simple steps to a story that connects, plus three rules that keep it strong.

The 5-Step Story *your story is the message!*

1. **Introduce Yourself.** State your name, your background, and what your life or routine looked like before you found the product or opportunity.
2. **Describe the Pain or Problem.** Briefly share the specific challenge or frustration you were dealing with (lack of energy, a tight schedule, a skin concern) so your audience thinks, **"I have that problem too!"**
3. **Explain the Solution.** Share how the product or business model fixed or eased that problem. Keep this part short and direct.
4. **Share Tangible Results.** Give specific, measurable, realistic outcomes (better sleep, time saved, feeling more confident) rather than vague claims like "it changed my life."
5. **Conclude with Relatability and Credit the System.** Emphasize that you are in business **for yourself, not by yourself**, and that the system is simple enough for others to follow.

EXAMPLE TESTIMONIAL

30 seconds to 1 minute MAX!

"Hi, I'm Denise. I've been a nurse for 19 years, and between twelve-hour shifts and two kids in sports, I felt like I was always running and never getting ahead. Then a friend from church told me about ACN and how I could help people save money on services they already use, like DingoBlu and Impact. It just made sense, and I found I could work it into the small pockets of time between my shifts. I was nervous at first, but I leaned on my team and kept going. Now I have more say over my schedule, and I'm in the stands for more of my kids' games. I'm in business for myself, not by myself, and the system made it simple to follow."

KEY RULES TO FOLLOW

- **Avoid Income Claims.** Don't brag about specific money figures or promise financial freedom. It protects your credibility and keeps you compliant with company and legal guidelines.
- **Keep It Short.** Concise stories hold attention far better than long, rambling speeches or life histories.
- **Skip the Pitch.** Don't hard-sell at the end. Let your genuine personal experience do the convincing.

In business for yourself, not by yourself.

Build Your Testimonial *fill it in, write it out!*

Jot down a few words for each step, then put it all together in your own voice.

1 **Introduce Yourself.** *Name, background, and life before...*

2 **Describe the Pain or Problem.** *What specific challenge were you dealing with?*

3 **Explain the Solution.** *How did the product or business help? Keep it short!*

4 **Share Tangible Results.** *What's different now? Be specific and realistic.*

5 **Conclude with Relatability and Credit the System.** *How does the system help you?*

WRITE IT OUT *your story, your words!*

30 seconds to 1 minute MAX!

Remember: No income claims · Keep it short · Skip the pitch