

Stories That Sell

THE **PROOF** TESTIMONIAL FRAMEWORK

Capture Client Stories That Convert

How to capture authentic client stories that build trust and drive sales



tellstudios.com

Why Most Testimonials Don't Work?



"Ryan is great to work with!"

...is nice, but it doesn't move the needle.

Generic testimonials lack context, results, and credibility. They're forgettable background noise in a world where prospects are bombarded with empty praise.

If you're only collecting compliments, you're leaving conversions on the table.

You need **stories that prove transformation**, not just compliments.



When someone can see themselves in your client's journey - from their initial problem to their amazing outcome - that's when testimonials become powerful sales tools that work 24/7.

That's why we created the **PROOF Framework** - so you can capture repeatable, strategic testimonials that build trust and close sales.

The **PROOF** Framework

P

Problem: What wasn't working before? Get specific about their situation before they found you. What was frustrating them? What had they tried that failed? What was keeping them up at night?

R

Resolution: How did you choose us? What made them pick you over other options? What was their decision-making process? What gave them confidence to move forward?

O

Outcome: What measurable results did you get? Numbers, percentages, time saved, revenue generated, problems solved. The more specific, the better. Transformation they can see, feel, or measure.

O

Others: What would you tell someone considering this? This is where they become your advocate. What advice would they give to someone in their former situation? What would they want that person to know?

F

Final Thoughts: Anything else you'd like to add? Often the best soundbites come from this open-ended question. Let them share whatever feels important - it's usually pure gold.

Your Repurposing Goldmine

Don't stop at one video. Each PROOF testimonial becomes a content powerhouse that can be transformed into:



Short-form reels

Quick social proof for Instagram, TikTok, YouTube

Website embeds

Build trust on your most important pages

LinkedIn carousels

Share transformation stories that get engagement

Sales email sequences

Let clients sell for you in your nurture campaigns

Blog post case studies

SEO-friendly long-form content

Proposal attachments

Show prospects what success looks like

Speaking presentation slides

Real stories that prove your expertise

**One strategic testimonial interview
=
6+ months of content marketing assets.**

The PROOF Framework doesn't just get you better testimonials - it creates a content ecosystem that works while you sleep.

From PROOF to Profit

Knowledge is free. Implementation is priceless.



You *don't need to pay us* for the questions - we just gave you the **PROOF** Framework for free.

What you **DO** pay us for is the implementation.

Because here's the reality:

Most business owners don't have the bandwidth to...

- Hunt down past clients and coordinate schedules
- Coach people on-camera to share their real story
- Handle lighting, sound, and professional footage
- Edit and repurpose into reels, carousels, and website embeds



That's where **Tell Studios** comes in. We take your **PROOF** answers and transform them into professional, repurpose-ready *video stories and social contents that close deals, attract talent, and build trust* while you focus on running your business.

Ready to skip the DIY hassle?



See How We Handle Everything - Book a Free Consultation



Download Our Testimonial Accelerator Package Overview