

## BNI UNITED TESTIMONY TEMPLATE

<b>Name:</b>			
<b>Contact No:</b>		<b>Email:</b>	

<b>Testimony for: (Name &amp; Company)</b>	
<b>Product/Service:</b>	

**My story (please try not to exceed 500 words):**

Key to writing an effective testimony:

- 1) **Describe your feelings** as you share the details of your story
- 2) **Be as specific and descriptive** as you can on the **details** (eg. prior to having XYZ product/service, I was having what kind of issue)
- 3) **Give numbers** whenever possible (eg. my cholesterol level was 220)
- 4) **Give Month and Year** whenever possible (eg. I started taking XYZ products on Feb 2005)
- 5) Provide **Before and After Photograph/Report** whenever possible or available, indicating the month and year of the photos/reports

Guidelines:

- 1) Briefly describe your issues/challenge before usage of product or service
- 2) Share how did you come to decide on the usage of the product/service?  
Was there any initial feelings?
- 3) What product or service was used?
- 4) When and what kind of improvement was experienced after usage of product or service?
- 5) Recall the memorable moments and feelings you experienced as you see the improvement

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_