

## Using testimonials

Getting (at least) five quotes from happy parents and students

*“Transferring our son from the public high school was the best decision we ever made... Academically he is excelling, and he believes he is getting the education he needs to hopefully fill his dream of going to medical school. The one question people ask us all the time is how can we afford to put our son through the private school system, and our answer is always, “How can you put a price on your child's education, sense of well being, and their future?”*

Frank and Angela Stevens, parents  
Paradise Adventist Academy

You can't beat the positive words of happy parents and students as seen in the example above. But no, you can't use that testimonial--you need quotes from your school. But how do you get them? How do you use them?

### **Ask parents personally.**

You will get better quotes if you ask a parent (or couple) to address a specific topic, preferably a topic you know is important to them and for which you believe they are grateful.

### **Ask students as part of your teacher surveys or a class.**

Quotes from a wide range of ages are both charming and inspiring.

### **Ask for permission to use their names.**

Testimonials are more believable if they are credited, especially if you work in a small community and the person you are quoting is well-known and respected.

### **Use them in (nearly) everything you publish.**

Student handbook, church flyers, school calendar, scattered through your registration forms and any promotional materials are all great places to put testimonials. Having someone else say wonderful things about you is always more impressive than saying the same things yourself.

They will be better read if you make them stand out from the rest of your text, ie. putting them under a photo of the person quoted, putting them in a sidebar (separate text in the margin) or inserting them in a separate text box with an italic version of your body text. (Readers will look at photos first, captions second, headlines and/or sidebars next and

body copy last. Use that information to place your most important points where they are most likely to be read.)

**Credits:**

Frank & Angela Stevens

Thank you for allowing me to share your quote as an example.

**Binder tab:** May

**School size:** All