

# The Anatomy of a Good Testimonial

## Case Study – Donald Clarke

Donald has a very powerful testimonial for PAD, which is peripheral arterial disease. He also has all his medical records to completely document his results. Donald sent me a 3 page testimonial that would be good for a presentation but not for a short testimonial

**Goal:** Develop a powerful testimonial that can be delivered in under 2 minutes.

### First Revision

My name is Donald Clarke. I live in Brooklyn, NY and one of my passions in life is golf. However, in 2005 after winning our club championship the year before, I had to withdraw from the sport I love. The reason, I was suffering with severe leg pain. I could no longer walk the course and even with a cart my leg pain was unbearable.

I was diagnosed with PAD, which is peripheral artery disease. My physician recommended nitric oxide therapy through the use of an amino acid called L-arginine. Within a short period of time I had improved blood flow in both of my legs. 40% in one and 31% in the other.

A couple of years ago I was introduced to ProArgi-9+, the only L-arginine supplement listed in the Physicians' Desk Reference. This product includes other key ingredients beside just L-arginine, which has allowed me to experience even greater improvements in blood flow. According to my physician, the results of my last test showed another 60% improvement in blood flow. I am now at the high end of the normal category.

I'm thankful that my physician introduced me to nitric oxide therapy to address my PAD. Not only is my leg pain gone but I'm back on the golf course enjoying the sport I so dearly love.

Thank you for this opportunity to share my testimonial.

## Alex from Synergy Worldwide's Compliance Department

Hello Dan,

I have the same suggestions that I shared with Tammy.

We cannot state or imply that Pro-Argi9+ cures, treats, reverses, cures, etc. So I recommend re-working the testimonial accordingly by keeping things more high level. The second and third paragraphs in particular convey the message that Pro-Argi9+ treats, cures, reverses a specific medical condition.

For example, on the second paragraph, the intent comes across as PA9+ treats PAD. Instead, you could remove the words "diagnosed with PAD" and simply state that the legs were not getting optimal blood flow, and that after nitric oxide therapy, there was tremendous improvement.

This is just an example, but something along those lines can work. The point is to stay away from mentioning specific medical conditions and to keep results (such as the 40% & 31%)

very high level. Otherwise, the testimonial is considered by the FDA to have crossed the line of what can be said about a supplement vs a drug.

## **Second Revision**

My name is Donald Clarke. I live in Brooklyn, NY and one of my passions in life is golf. However, in 2005 after winning our club championship the year before, I had to withdraw from the sport I love. The reason, I was suffering with severe leg pain. I could no longer walk the course and even with a cart my leg pain was unbearable.

My physician informed me that I had PAD, which is peripheral artery disease. He recommended nitric oxide therapy through the use of an amino acid called L-arginine. Within a short period of time I had improved blood flow in both of my legs.

A couple of years ago I was introduced to ProArgi-9+, the only L-arginine supplement listed in the Physicians' Desk Reference. This product includes other key ingredients beside just L-arginine, which has allowed me to experience even greater improvements in blood flow. According to my physician, the results of my last test showed that I am now at the high end of the normal category.

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## **Alex's Response Back**

Dan,

In the second paragraph, we should remove PAD and state that the Don was informed that his legs weren't getting enough blood flow, or something to that effect.

## **Dan's Response Back to Alex**

Hi Alex,

Thank you for the feedback but I don't understand why. How is PAD different from a person stating that they have high blood pressure or that they are a diabetic.

So before I make the change I'd just like to better understand why this cannot be stated when this is what the person actually has.

Not trying to be combative but trying to understand.

## Alex's Response Back

The reason is that as a health supplement company, we cannot state or imply that our products cure, treat, reverse any ailment. The moment we speak of a specific ailment in connection to our product(s), we are promoting our supplement as a drug.

This is why, If you look on our website, you will find no mention of high blood pressure or any other ailment in connection to Pro-Argi9+.

This is also why often times we recommend not mentioning our products at all. Because by keeping testimonials/claims “blind” (meaning, not mentioning a specific product or company), and focusing solely on L-arginine/Nitric Oxide, you are free to elaborate as much as you want and talk about medical conditions and/or specific results. The moment you throw in a specific supplement name or company, what can be said is reduced dramatically because now the intent becomes to pitch that product/company rather than sharing data to support the benefits of Nitric Oxide.

if you are interested, you can also find more details about this on the FDA and FTC’s websites. This is where I get my information.

## Final Approved Revision

Hi Alex,

Thank you for the explanation. Now I better understand what you have to use for your guidelines. If I understand your email I basically have two choices:

1. If I use the word ProArgi-9+ or an image of ProArgi-9+ then I have to speak in general terms only.
2. If I want to highlight details and improvements with specific numbers and health issues, then use nitric oxide therapy with no mention or picture of ProArgi-9+. Use the testimonial to create engagement and if they ask what I was taking then let them know about ProArgi-9+.

In light of this I've written Donald's testimonial in two ways. Not to keep putting you to work but to help me get this right so that when I'm working with distributors we can decide at the beginning which choice we want (general information with ProArgi-9+ or specific information with nitric oxide therapy). Then when I send you these testimonials I'll hopefully have it right the first time.

## Nitric Oxide Therapy testimonial

My name is Donald Clarke. I live in Brooklyn, NY and one of my passions in life is golf. However, in 2005 after winning our club championship the year before, I had to withdraw from the sport I love. The reason, I was suffering with severe leg pain. I could no longer walk the course and even with a cart my leg pain was unbearable.

I was diagnosed with PAD, which is peripheral artery disease. My physician recommended nitric oxide therapy through the use of an amino acid called L-arginine. Within a short period of time I had improved blood flow in both of my legs. 40% in one and 31% in the other.

A couple of years ago I found an L-arginine product listed in the Physicians' Desk Reference. This product includes other key ingredients beside just L-arginine, which has allowed me to experience even greater improvements in blood flow. According to my physician, the results of my last test showed another 60% improvement in blood flow. I am now at the high end of the normal category.

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Thank you for this opportunity to share my testimonial.

### **PA9+ Testimonial**

My name is Donald Clarke. I live in Brooklyn, NY and one of my passions in life is golf. However, in 2005 after winning our club championship the year before, I had to withdraw from the sport I love. The reason, I was suffering with severe leg pain. I could no longer walk the course and even with a cart my leg pain was unbearable.

My legs were no longer getting optimal blood flow. So my doctor recommended nitric oxide therapy through the use of an amino acid called L-arginine. Within a short period of time I had improved blood flow in both of my legs.

A couple of years ago I was introduced to ProArgi-9+, the only L-arginine supplement listed in the Physicians' Desk Reference. This product includes other key ingredients beside just L-arginine, which has allowed me to experience even greater improvements in blood flow. According to my physician, the results of my last test showed that I am now at the high end of the normal category.

I'm thankful that my physician introduced me to nitric oxide therapy. Not only is my leg pain gone but I'm back on the golf course enjoying the sport I so dearly love.

Thank you for this opportunity to share my testimonial.

Again I want to thank you for your help. Please let me know if I'm finally on the right track on how to shape these testimonials to be in compliance with the social media guidelines.

### **Alex's Response Back**

Thanks. Yes, you are on the right track. The two testimonials below look good to me.

## **Contact Information**

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<http://www.synergyworldwide.com/en-us/Content/products/proargi-9benefits> Approved Benefits for ProArgi-9+

<https://app.box.com/s/zqlmzrhv6hifqmqsqhmhc88ms0qhooh> Social Media Tips and Guidelines

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