



How One Small Tweak Doubled Sales Overnight for a 4-Year Old Established Site.

THE SOCIAL PROOF SANDWICH : A CASE STUDY FROM MINDVALLEY



Mindvalley publishes a wide range of personal growth content online. Many of our sites bring in \$3 million plus a year on autopilot revenue from sources like Google, Facebook and SEO Traffic.

One consistently high performing site is QuantumJumping.com. This is a website we built to publish the work of author Burt Goldman. Burt teaches people a

specific meditation and creative visualization program called Quantum Jumping.

The product has a loyal fan following and had been a steady performer in our catalogue since we launched it in January of 2009. Which is all the more surprising given what happened during a test in December 2012...



Sales page on QuantumJumping.com

103% BOOST IN SALES

We were in the middle of a launch for the newest edition of Quantum Jumping.

Visitors had gone through various launch content including a free demo sample, a short documentary video on Burt and more.

Given the deluge of content being sent out for the launch we did not think any changes to our already high-performing sales page would make much of a difference.

The sales page in question was bringing in \$3 million a year. It was a steady performer for four years. All of this made the test even more surprising.

The Social Proof Sandwich

We decided to test the impact of adding more social proof to the page in the form of additional testimonials.

The page was already littered with testimonials. So at most we guessed this might cause a 10% boost.

Instead we saw a 103% boost!

What really surprised us is that this was not cold traffic but people who were already familiar with Quantum Jumping.

Yet it was not the testimonials but HOW we framed them which made the difference.

Variations ?	Conversion Rate Range ?	Percentage Improvement	Chance to Beat Original ?
Control	1.91% ±1%	-	-
👉 Testimonial	3.88% ±1%	+103.51%	99%
Average Case	2.85% ±1%	-	-

Test Data Above Shows the Boost. 103% increase with a 99% chance for the Testimonial Page to beat the original.

ADVANCED VISUALIZATION TECHNIQUE TRAINS YOU TO JUMP INTO THE LIFE OF YOUR DREAMS

Join The 328,088 People Who've Already Experienced The Quantum Jumping Phenomenon.

Imagine that somewhere out there, there's a billionaire you, a rock star you, a supermodel you.

The 85-year-old man who jumps across universes.

We're still waiting for flying cars, but I believe sci-fi films predicted something right.

The 800T need a space ship or time machine. All you need is...

Welcome to the Infinite You

My name is Bart Goldswain, and...

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THE SOCIAL PROOF SANDWICH

Here's what we did.

We picked 13 good testimonials from our library of customer letters. Just 13.

3 of them were added in the middle of the sales page.

10 were added in a 'sandwich' between two order menus.

The images below show the implementation.

First Change we made was the addition of 3 Testimonials towards the start of the copy. While we did make this change, I don't think this is what caused the biggest boost. The big boost came from the use of testimonials sandwiched between two order menus.

But I did want to share this here to hammer in the point that you can never have too many testimonials on a page.

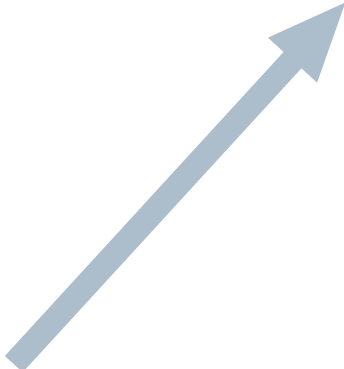
Scroll down below to see the big factor at the bottom of the page.



THE CHANGE AT THE BOTTOM OF THE PAGE NEAR THE ORDER MENU

Variation

Control



The Social Proof Sandwich

Here you see the “sandwich” in effect. We sandwiched 10 good testimonials in between TWO order menus.

Everything else on the webpage was exactly the same (besides the further addition of three testimonials closer to the middle of the copy as I explained in the previous page).

The 6 boxes above the testimonials is something else I invented and I call that a feature box. In most tests this further boosts sales by 20%. (more on feature boxes coming in the Zentreneur mastermind group.)

But wait. There’s one more thing. It’s the way you present the testimonial too.

How to Present a Great Testimonial

The zoomed in view on the right shows what the testimonials that we added in the Social Proof Sandwich look like.

I wish I could give you a link to the actual page we used this on but it's down for now as the launch for Quantum Jumping is just wrapping up and the offer is over. So if you do look at the current site you won't see this specific page with the sandwich but you'll notice this being rolled out more and more on our sites in the coming month. Like I said, we just confirmed this test 2 weeks ago so this info is very new.

Now if you look at the testimonials on the right you'll see I add a headline to each testimonial. The first one for example says "It's a Beautiful Relaxing Journey". I can't express how important this is yet so many forget to do so.

Your readers will skim. Many will NOT read the testimonial but feel reassured in their purchasing decision simply by knowing the testimonial is there. They headline is what gets read significantly more than the body.

So to pick a headline, extract the most powerful sentence in the testimonial, add quotes to it and slap it above the full testimonial as in the style on the right.

One more weird thing. The testimonials we shared in this test were not even our best ones. I outsourced this and the person designing the page picked them mostly at random.

Yet the results were still massive.

A Testimonial Checklist

Great testimonials matter. The checklist below is self-explanatory and will let you see if your choice of testimonial is worthy of being included on your site. But of all the suggestions below, the #1 tip I have is to use "Testimonial Headlines"

WHAT MAKES A GREAT TESTIMONIAL

Does it contain a picture of the person giving the testimonial?

Does it have a real name AND city or state? Example ~ John Black, Boise, Idaho?

Can you extract a sentence or phrase from it that would make a good "testimonial headline"? (explained above)

Does it specifically address a buyer concern? e.g "I thought this would take days to work but I saw results in hours"?


Does the testimonial provider have some aura of authority? e.g fame, a doctor, a best-selling author, etc.

Does the testimonial contain a damaging admission? e.g "I loved this program. Hated the cover though. I mean, it was ugly. But who cares when the product is so amazing to listen to." Such admissions create trust.

The image shows a section of a website titled "What Other People are Saying". It features two testimonials, each with a headline, a small photo of the person, and their text. The first testimonial is from Alia Beydoun from Lebanon, titled "It's A Beautiful Relaxing Journey". The second testimonial is from a man, titled "My Health Is Improving Since I Started Quantum Jumping".

What Other People are Saying

"It's A Beautiful Relaxing Journey"

 "I really enjoyed the quantum jumping program and it really cleared many questions to me.

Since I was a child I used to see visions of future events which could not explained neither understand it.


When these visions used to appear to me always before I sleep in my bed, honestly I used to think that I had a mental illness but after hearing your lectures by chance I immediately bought the cd's and it was a relief, I felt that I am not insane anymore but gifted and I have to appreciate my visions and not to run from it.

My only problem is that I am not being able to hear the voices of the people or the place , I have clear visions including symbols but completely mute.

I recommend everyone to try the quantum jumping because it's a beautiful relaxing journey not to miss which can help him or her in their life."

- Alia Beydoun from Lebanon

"My Health Is Improving Since I Started Quantum Jumping"

 "My life has been exciting most of the time, until the year 2010. Oh! I've had my ups and downs but thanks to positive thinking books that I read back in the early 70's and using the principles to live by. I got by and enjoyed living.

Then came 2011 and a number of health problems that effected my vocals and breathing. For 30 weeks I suffered.

At that time I found Burts website and read about Quantum Jumping. I wasn't sure about it, I've always had an open mind to new ideas or other ways at looking at things. Life got in the way, and I was pulled away into other things.

Then in July I had a dream. I found myself in another existence, and I was talking to a different me. A me, who jumped into other realities, who learnt from other parts of himself. I was told forcefully to do Dimension Transference. I had never heard of it. I woke up and the Dream stayed with me. Day after day, I could not get the experience out of my head.

I was surfing the net one evening and came across Burts website's Quantum Jumping. IT HIT ME

WHY DOES IT WORK

Human beings often look for social cues to make decisions. In short, we follow the herd. Testimonials boost sales for this reason. If others are doing it and getting results it provides the 'safety' in our minds that we can buy this product too.

Why the huge boost from placing testimonials close to the order button? My theory is that for typical long copy direct response sites, many users will scroll all the way to the order menu to check the price before deciding if they want to read the full text.

It's for this same reason that P.S. lines work so well.

These skeptical buyers may not want to read your sales copy as they know you're going to sell them. But testimonials have a more "safe" feel to them. They are a 3rd party opinion. Never mind the fact that most online business owners will select only good testimonials. We know they are curated but they still create trust.

I think this works so well because it's getting your hardest and most skeptical buyers to actually read your text, pay attention and make a commitment.

Go ahead and try it out. And let me know the results.

AN IMPORTANT NOTE

What I just shared with you was just a small sample of the type of info I'll be sharing on Zentrepreneur. The only thing to note is that you won't be getting it in PDF. Instead we share this in an online community. This makes it better for our members – they get to ask clarification questions and refine ideas via discussion.

What I just shared though was some powerful stuff. It should at minimum enhance your sales by 10% but for many of you you'll see anywhere from 20% to 100% boosts just from this idea.

If your business is doing just \$50K a year, a 10% boost will add \$5K to your revenue. That alone should cover the price of joining Zentrepreneur.

But I want you to know this. I'm so confident in what you'll get from being a Zentrepreneur member that I'm willing to guarantee the results. If you don't make at least 25X your investment in ONE year you can have a full refund. (Just for the record, the refund rate for our last event was 0.5%.)

There's something else. Do the math with me.

What would it cost for you to have one of the world's top website optimization experts coaching you and suggesting 1 - 3 new techniques and tests to grow your business every week. You'd probably be paying upwards of \$100,000. I've paid \$45K for the such experts for 6 weeks!

With Zentrepreneur you're getting this for \$2,000. A live event with me and other amazing folks PLUS one year of our mastermind group online.

See, many people consider me one of the top 5 online marketing experts out there. I don't sell Internet marketing products (don't need to), and I don't do consulting unless it's for friends (and even then I charge \$2000 an hour). **So you're getting me at a discount.**

But I'm more than just an online marketing expert.

I build real businesses.

In 2011 - 2012 I started 8 new businesses. None required any outside money. Yet...

All EIGHT were profitable within 10 months. In one business I even sold a 24% stake to Intel for \$2 million cash. And that was the only business in which I had a partner.

For the other 7 businesses I own them 100%.

Among them...

- ★ OmHarmonics now does \$1.5 million a year online is growing.
- ★ ChakraHealing.com will do \$1.8 million this year and generates 50,000 leads a month.
- ★ Mindvalley Engage will hit \$4 million this year.
- ★ Awesomeness Fest (not a business but now a not-for-profit) had developed a cult following and is actually making so much money we're expanding it to Asia.
- ★ Dealmates.com has become one of the top deal sites in South East Asia. (This is the one that Intel invested in.)
- ★ Zentrepreneur has not launched yet, but is already profitable from early sales from industry experts who know me and would not miss this. Ever.

See, I won't just teach you to be an online marketer. I can certainly do that. But stick with me and I can teach you to build an empire. ;-)

THE QUESTION IS WHY...

The question is...if I'm so successful, WHY would I want to bother with Zentrepreneur.

Of everything I've done, the single best weekend I have every year is at my festival in the Caribbean – Awesomeness Fest. The last one was in Playa Del Carmen and 1500 folks applied for 200 spots. It attracts a spectacular crowd of amazing entrepreneurs and it's 100% not-for-profit. Every penny earned is given away.

I don't do it for the money. I do it for fun. And I love connecting with like-minded individuals. (Malaysia can get lonely at times).

At this year's Awesomeness Fest one of the biggest pieces of feedback we got is that our tribe wanted us to do an event for marketing and business. We listened. And Zentrepreneur is the result. Previously Zentrepreneur was a 25-person invite only mastermind for my top affiliates. Now we're using a similar model but opening it up to people who qualify and not just my top affiliates.

So I hope this explains it. Bonding, friendship, sharing of good ideas. It's what I live for.

Now the choice is yours. Join us.

Get access to some of the hottest new ideas to grow your business. And become part of a new tribe and wave in online marketing.

Our first batch closes Jan 3 2013 at 11:59pm PST. Hope to have you join the class.

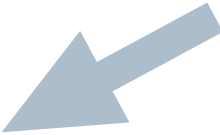
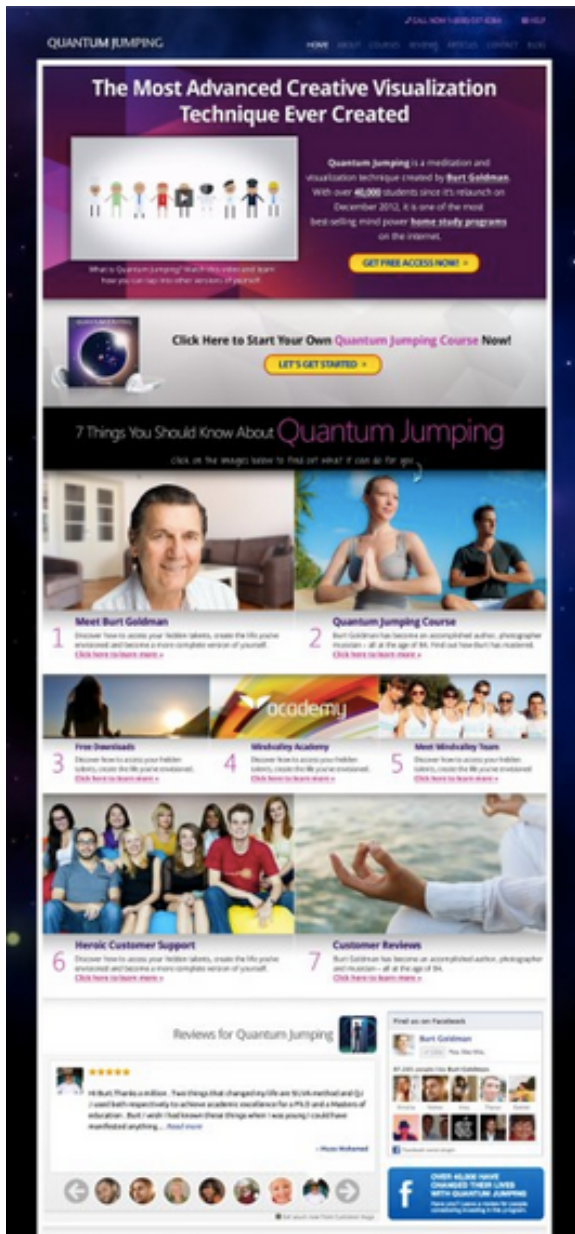
[CLICK HERE TO APPLY for \\$200 >>](#)

You will be billed the balance of \$1799 if your application passes. If not, you get your \$200 refunded.

PS - If you need a payment plan, that can be arranged. Just email our Mindvalley Insights editor, andrea.vega@mindvalley.com if your application gets approved.

PPS - The next 3 pages will highlight some of the upcoming content we're sharing with the

What We're Covering in Zentrepreneur in Just the Next 4 Weeks

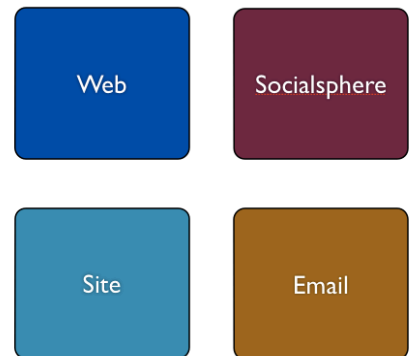


Why the main pages of many of our sites will soon adopt this Pinterest-inspired layout.

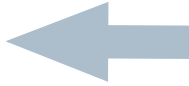
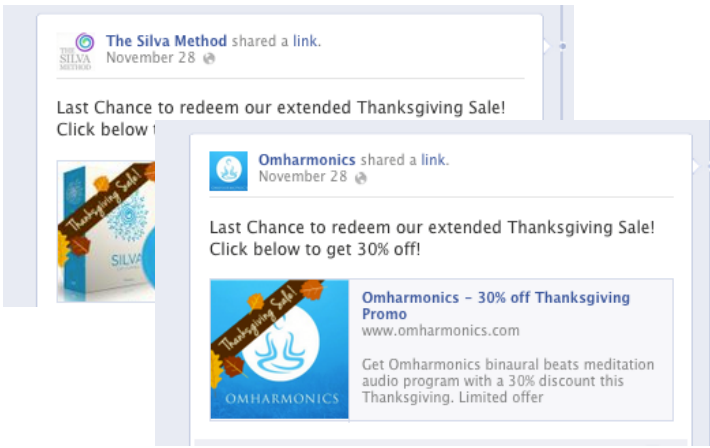
The 4 Dimensions to your online business and how to understand Google's "Zero Moment of Truth" model and how this changes your customer buying behavior



Your "Site" Exists in Multiple Worlds

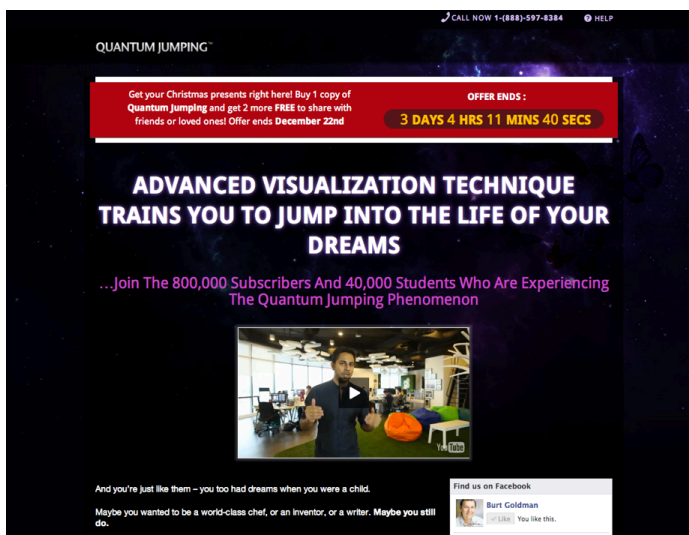
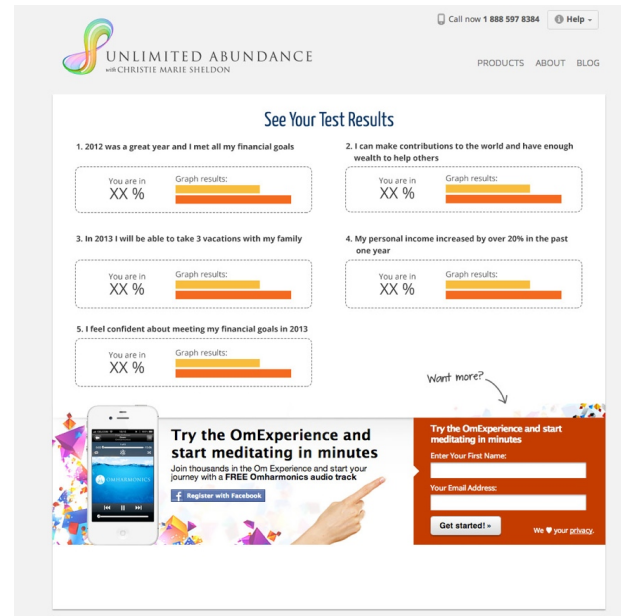
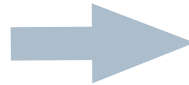


Using Facebook for product launches. Best practices with proven ROI.



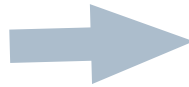
How we're getting crazy high ROI on Facebook. Up to 400% of our ad spend returned in month 1.

How we're using quizzes to learn more about customer needs and using this data to boost site performance.

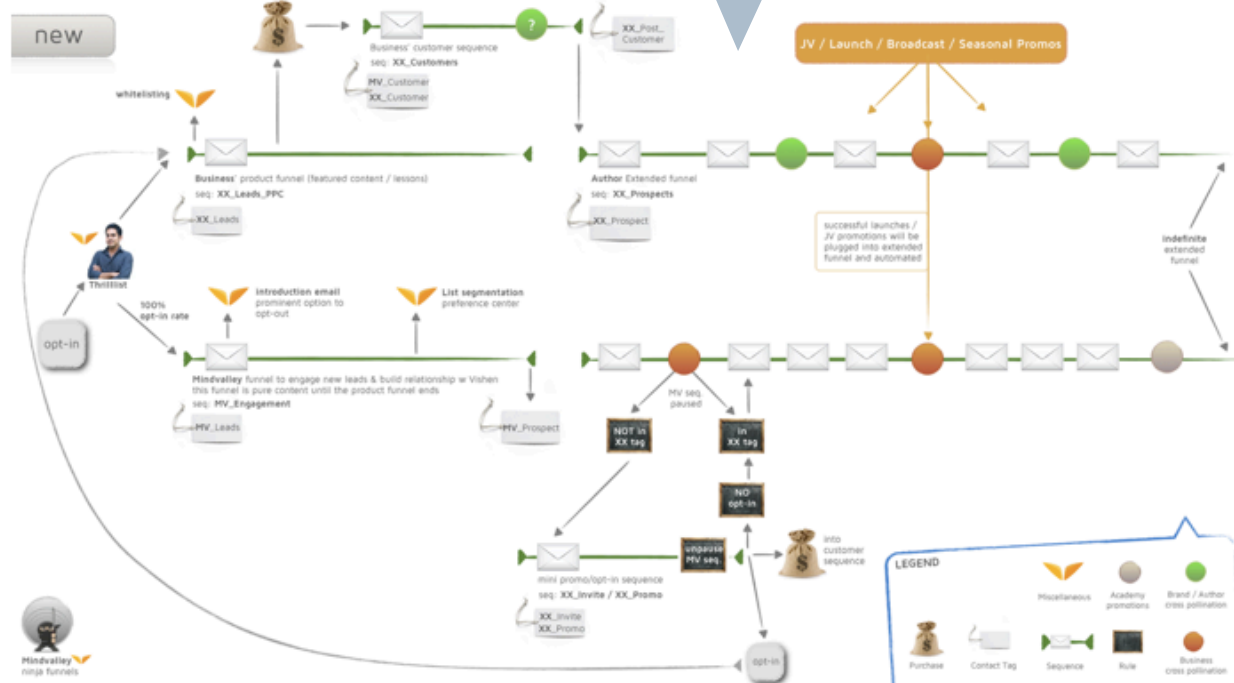


Just ONE element on this page boosted sales 150%. We're now rolling this out across all sites. You'll learn what this hot new feature is and how to make it work for you.

Our experiments using retargeting and how we're getting 150% ROI. Plus the exact ads we use.



The Mindvalley 2013 Email Funnel Model. How we built our 1.3 million subscriber list and are continuing to boost value per lead across the board. Actual model below, but deliberately blurred for privacy. Full model released in Zentrepreneur.



Our first batch closes Jan 3 at 11:59pm. Get all these ideas and much more.

[CLICK HERE TO APPLY for \\$200 >>](#)

To Living Awesome Lives and Building Epic Businesses

Vishen Lakhiani