

Verses / Module 11 / Words of Encouragement

“Let no corrupting talk come out of your mouths, but only such as is good for building up, as fits the occasion, that it may give grace to those who hear.” (Ephesians 4:29, ESV)

“Finally, brothers, whatever is true, whatever is honorable, whatever is just, whatever is pure, whatever is lovely, whatever is commendable, if there is any excellence, if there is anything worthy of praise, think about these things.” (Philippians 4:8, ESV)

“Gracious words are like a honeycomb, sweetness to the soul and health to the body.” (Proverbs 16:24, ESV)

“Your words have upheld him who was stumbling, and you have made firm the feeble knees.” (Job 4:4, ESV)

“A gentle answer turns away wrath, but a harsh word stirs up anger.” (Proverbs 15:1, NIV)

“She speaks with wisdom, and faithful instruction is on her tongue.” (Proverbs 31:26, NIV)

“Testimonials take the spotlight away from the seller and shine it on the customer. Your customer was once in the shopper’s shoes, debating what product to choose, comparing prices, reading marketing message after marketing message. Once the potential new buyer hears from someone they can actually relate to—someone who isn’t being paid to say these wonderful things—then their trust deepens, and their chances of purchasing rises.” --- Margot De Kunha, Wordstream.com

“Quotes are one of the earliest types of testimonial (and one of the easiest to acquire). First appearing in newspapers, quotes are now commonplace on product pages. They serve the purpose of instilling visitors with the confidence that the purchase they’re thinking of making is a good decision.” Sam Thomas Davies, Sleeknote.com

“The idea behind Social Proof is simple: People are all copycats to some degree. We do what others do simply because others are doing it.” Dean Rieck, Copyblogger.com