

Get Testimonials

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Description:

This document will show you how to get a testimonial from a happy client.

Guideline:

Ask the questions below.

Benefits:

Great testimonials help to increase conversions and sales.

Questions

For a **glowing testimonial**, ask the following questions.

- 1) After or while working with me, what tangible results did you achieve?
- 2) Which of my ideas made the biggest impact for you?
- 3) What made you decide to work with me?
- 4) What did you like most about the service?
- 5) Would you recommend the service? Why?
- 6) Is there anything I can do to improve?

[The answer to the last question does not go into the testimonial. It is a way to gather feedback.]

For an **epic testimonial**, ask the following questions.

- 1) After or while working with me, what tangible results did you achieve?
- 2) What's your biggest objection before signing up?
- 3) What was your life like before working with me?
- 4) What is your life like now?
- 5) What surprised you when you were working with me?
- 6) What would you tell someone on the fence?

Request

When you want to **request for a testimonial**, send the following email:

Hi,

Would you be open to provide a testimonial? If yes, I'll send you another email to guide you through a simple process. If not, that's okay too.

Thanks,
[Your Name]

When they **agree to provide a testimonial**, send the following email:

Thanks for helping me. You just need to answer the following questions. Answer any way you want. I'll edit and show it to you before I publish it.

[Paste the questions for a glowing testimonial or an epic testimonial.]

Can you also give me your headshot photo for the testimonial?

Thanks,
[Your Name]

Simple Testimonials

Sometimes your clients share their wins with you or they say nice things about your services on a call, in an email or a DM. Thank them and ask if you could use their comment as a testimonial. If they said it on a call, write it down.

If it's an email or a DM, take a screenshot. These simple testimonials complement the epic testimonials. Always ask before using it. You can choose to blank the name for privacy.

Using Testimonials

Now that you have some testimonials, you want to place them in the most strategic places.

Sales Pages: Place testimonials right before the 'buy now' button.

Website Pages: Place testimonials on your home page or about page.

Social Media: Repurpose your epic testimonials into content for social media.

Case Study: Turn your epic testimonials into case studies. Put them on a blog post or a document.