



Testimonial Script

Dear <name>

I have really enjoyed working with you! I am sure you realize how important testimonials are to my business. I would be delighted if you would consider sharing your experience with me in a testimonial!

The testimonials that really help me most are results based. I enclose a guideline that you may find useful while writing a testimonial for me. A great testimonial includes:

1. An enthusiastic expression of the benefits you are receiving / have received from our work.
2. The situation before working with me, and the situation after working with me.
3. Please state any significant improvements in your business/job thanks to working with me.
4. Please consider sharing a photo, company name and email or website. These add huge credibility to the testimonial. Plus – they are good advertising for you too!

Thanks you so much, I value your time and consideration on this!

<Signature>

5 Bonus Tips For Making Good Use of Your Testimonials

1. Don't over-edit. Testimonials work best when they are in "real" language. Those small grammar and language quirks help the reader connect and demonstrate they are real.
2. Use testimonials that suit your sales copy. Choose the right testimonials to fit the product or service you are selling, the more specific the better.
3. Address negatives. Testimonials that show how a client overcame a certain problem or issue with your service or product are very helpful for you. They inspire confidence.
4. Be real. Don't fake testimonials. Do keep all testimonials that you receive in file, in case you are ever questioned and need to verify them.
5. Details matter. Be specific and try to quantify the results clients have achieved. For example, "We increased revenue 40%" is much stronger than "We saw a huge improvement".