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3 SAMPLE REQUESTS FOR TESTIMONIALS

In today's socially plugged-in business environment, a little positive word-of-mouth can go a long way. Even if it's just on your website, some favorable testimonials can give your business a welcome sheen of success and positive results. They provide social proof, letting your potential clients know that you have a history of providing what you promise in your marketing materials, sales copy, and conversations. It shows that they can trust you and justifies their purchases.

Sample Requests for Testimonials

Your letters of request should be appropriately warm and professional, so that the client is reminded of why it was good to work with you. If you're unsure of how to get started, here are some samples:

1. Letter to a client whom you've asked to write a testimonial:

Dear [Client],

Working with clients like you makes my business a great joy. Thank you for agreeing to provide a testimonial. Your story will help inform our potential clients why it's good to work with us and how they can benefit.

To help you get started, I've included a few questions, but please feel free to write whatever you like.

[Include 2-4 questions, using the list on page 3 as a guide.]

Thank you for your time and kind support. We value your business and look forward to working with you again in the future. Please let me know if there is anything further I can do for you.

[Your preferred closing],

[Your name]



2. Letter to a client asking if you may quote them for a testimonial:

Dear [Client],

Thank you for taking the time to express your kind comments to me. Your praise brightened my day, and clients like you make everything I do worthwhile.

With your permission, I would like to share your thoughts with potential clients. Your words will help them to understand how they can benefit from working with us, and why they should do so. Do I have your permission?

Thank you again for your business, and please let me know if there's anything further I can do for you.

[Your preferred closing],

[Your name]

3. Letter asking for a testimonial:

Dear [Client],

I hope all is well. Because I value you as a client, I would appreciate your feedback. With your permission, I would like to use your comments as a testimonial to help convince future clients that they can benefit from working with me.

To help you get started, I've included a few questions, but please feel free to write whatever you would like.

[Include 2-4 questions, using the list on page 3 as a guide.]

Thank you for your time, and thanks again for your business. Please let me know if there's anything further I can do for you.

[Your preferred closing],

[Your name]



Whenever a client provides a testimonial, don't forget to send them a kind thank-you note. A personal handwritten note is best for this situation, and a thank-you gift may even be a good idea in some circumstances. The goal is to make your clients feel that they've done a good thing, while also keeping your business in their minds so that they'll provide referrals and work with you again in the future.

A few sample questions in your testimonial request email.

- What prompted you to seek [you/your company's] services? What situation or problem did you need to solve?
- Why did you specifically select [you/your company] for this project?
- What made you believe that [you/your company] was the best for achieving your desired result?
- How did you benefit from working with [you/your company]?
- What are the two most significant improvements that have resulted from your work with [you/your company]?
- What exactly did [you/your company] do to contribute to the outcome you wanted?
- What were the results of working with [you/your company]?
- Describe why you feel that working with [you/your company] was successful.
- In the future, what type of businesses would most benefit from working with [you/your company]?
- If a potential client was on the fence about whether to work with [you/your company] or not, what would you say to them?

If your questions can encourage your client to open up and provide honest feedback, the testimonial will be convincing.

