

HER BUSINESS BOUTIQUE

TESTIMONIAL TEMPLATE

SWIPE FILE: YOUR GUIDE TO AWESOME TESTIMONIALS

Testimonials are best collected RIGHT after working with someone or when a client has experienced a major result/breakthrough. Follow the steps below and set a goal to collect 3 testimonials this week. Brand new to biz? Find 3 practice clients and work with them in exchange for a testimonial. Social proof is a great way to boost your biz!

1. Take the following questions and plug them into surveymonkey or typeform (both are free).
2. Draft an email and include your link just like in the sample email draft below. Save this draft so you can use it again and again with minor tweaks.
3. You'll take their answers and edit them into a testimonial. Bold and highlight the best pieces or make headlines out of them. You can see examples here: [HAPPY CLIENTS](#)
4. Send them a draft of what you've written to get the green light.
5. Lastly, ask them for a photo or if they prefer you to grab one off a social media profile.
6. Put it up on your website or share on social media! Testimonials look great at the bottom of an about page, your services page, any sales page and in your newsletter.

****BONUS TIP:** If you don't hear back in 3 -7 days, send a reminder email with an incentive (a free resource or guide) to inspire a response. People's inboxes are slammed so give it time but follow up at least twice.

QUESTIONS FOR CLIENT TESTIMONIAL

1. What were you struggling with when you first reached out to me?
2. How did I help you most and what does that look like specifically
3. What are the three biggest results you've gotten from our work together?
4. What was the best part of our work together?
5. What is your website (if you'd like it included)?
6. Is there anything else you'd like to add?
7. Is it okay for me to use this feedback/testimonial on my website or newsletter?

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EMAIL DRAFT

Subject: Would love to get your feedback

Hi ___(awesome client)___

I've loved working with you the past few months and would be thrilled to get a testimonial from you!

It will only take 2 minutes!

Just click this link [insert survey monkey link] to answer a few questions. I'll do the rest and write one up (using your words) and send it to you when finished.

Thanks in advance!

___(insert signature here)___