

The Perfect **TESTIMONIAL TEMPLATE** & Guide

TEMPLATE #1 - Fill in The Blank. The following is a letter you can send to a client, introducing a form they can use to provide information for a testimonial. You can then write a brief narrative (1-2 short paragraphs) transforming their answers into testimonial copy.

Dear NAME,

Thank you SO much for being willing to write a testimonial for me. I can say a lot of things about what I do, but nothing speaks to people more clearly, or more powerfully, than the words of someone I've worked with directly.

You know how hard it is to make the decision to hire a _____, not just financially, but emotionally. We all have so many fears when it comes to stepping up in our own lives. "What if I'm different? What if I don't know what to do? What if I can't be helped?"

Hearing from someone who made the leap -- and is glad they did -- is really powerful. So I appreciate your willingness to help in this way.

I promised to make this easy for you. So I've created a guide, a template, that will help you walk through this in a short and simple way.

Simply fill in the blanks, or modify this to fit what you really want to say.

Essentially, what you're saying is:

who you are,

where you started,

how this helped,

where you are **now**, and

why you'd recommend working with me.

Ok? Try this and shoot it back to me. If you need any help, just let me know.

[Your Name or Signature]



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I am a _____ (profession, business, role like mom) and I was _____ (in XYZ situation. What was wrong? What wasn't working?).

I worried about hiring a _____ because _____. (What hesitations did you have about this at first?)

But I chose to work with/get help from [PROVIDER's NAME] because _____. (How did you make that decision? What convinced you?)

And I'm so glad I did, because she was _____ (what did you like most about working with me? What made this better than usual?).

As a result, I _____ (What did you do? What happened, what changed, what got better?)

And now I'm _____ (How do you feel about your situation/life/family/business/health now? Where are you now?).

For anyone thinking of hiring _____, I recommend [PROVIDER's NAME] - because _____ (a final word of encouragement).

Signed:

Your name, name of your business,
website,
city and state
(or whatever identifying info you'd rather use),
and a photo if possible!

Thanks, _____!!

[PROVIDER's NAME]

P. S. Just in case, I need you to understand that by writing this and sending it back to me, you're giving me your permission to use your comments in any marketing I may do in the future. I know you know that, but I need to say it to be clear. You know how lawyers are! :-)



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TEMPLATE #2 - 10 QUESTIONS. As in the example above, you can use this to solicit answers that you yourself can then turn into testimonial copy.

Dear NAME,

If you'll answer the following, I'll write something up for you. Then I'll send it to you to make sure it fits what you want to say. If you're happy with it, we're good to go! And thank you!

1. What was the problem or obstacle that you needed help with? What wasn't working?
2. What reservations did you have about hiring a _____?
3. How have things changed? What results have you achieved?
4. What did you like best about working with me?
5. How else have you benefited from our work together?
6. Would you recommend me and my services? If so, why and for whom?
7. Is there anything you would have liked to see done differently? If so, what?
8. What's the most important thing people should know about working with me?
9. If there anything else you'd like to add?
10. And finally, what identification (if any) would you like me to use? Name? Title? Website? Something else?



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TEMPLATE #3: Telling the Story. In this simple format, you invite your clients to tell their own story, following a structure that highlights their journey, their achievements, and your role in helping them get there.

Instructions: Please write one or two brief paragraphs that answer the following questions, and let me know what name or designation you'd like me to use as well.
Thank you!

1. Where were you BEFORE we started working together?
2. What has shifted as a result of our work together?
3. If you had to pick ONE specific, tangible result that you've achieved during our work together that really stands out or makes you proud, what is it and why?
4. Would you recommend that others consider working with me? if so, why?



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SAMPLE RELEASE FORM

Getting testimonials is a great marketing initiative, but be sure you've got the legal angles covered. Here's a sample testimonial release form that you could use, but do your own due diligence and check with your own legal advisors.

[Your Company Name]

Testimonial Release Form

Date _____

Testimonial Copy or Statement:

Name and/or Description to be published with the above: _____

[Continued]

[SAMPLE] Authorization and Release of Information

I understand my testimonial as outlined above (the "Testimonial") and made on behalf of [Company Name] (hereinafter called "The Company") may be used in connection with publicizing and promoting The Company. I authorize The Company to use my name, brief biographical information, and the Testimonial **as defined** on this form.

I hereby irrevocably authorize The Company to copy, exhibit, publish or distribute the Testimonial for purposes of publicizing The Company's programs or for any other lawful purpose. These statements may be used in printed publications, multimedia presentations, on websites or in any other distribution media. I agree that I will make no monetary or other claim against The Company for the use of the statement.

In addition, I waive any right to inspect or approve the finished product, including written copy, wherein my likeness or my testimonial appears.

I hereby hold harmless and release The Company from all claims, demands and causes of action which I, my heirs, representatives, executors, administrators or any other persons acting on my behalf or on behalf of my estate have or may have by reason of this authorization.

Signature:

I have read the authorization and release of information and give my consent for the use as indicated above.

Printed Name: _____

Signature: _____

Email: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Date: _____