

A close-up photograph of a person's hands working at a desk. The person is wearing a white ribbed sweater and a white watch with a gold case. They are holding a black pencil in their right hand and a white sheet of paper in their left hand. In the background, there is a silver laptop, a black stapler, and a clear glass of water. The scene is brightly lit, suggesting an office or workspace.

shoot  
FOR WEB DESIGN

Testimonial  
*Starters*

# Testimonial Starters

## to help your clients write rave reviews

Most of us love to give glowing reviews of the products and services that have helped us so much. The problem is, when asked we are like a deer in the headlights and have no idea what to say and it comes out something like:

**“This person/business was so amazing, I loved everything about them and recommend everyone use them too!”**

Flattering, but not really going to help a potential client buy your product or service.

Just like a good book, all testimonials should have these 3 basic components with your client as the star of the show:

- 1. Problem - Why they chose your product or service**
- 2. Solution - How your product or services solved their problem**
- 3. Success - How their life and business are better, their happy ending**

In order to get great testimonials, we need to help our clients by getting them started. The following scripts and questions will get your reviewer thinking problem, solution and success - the perfect formula for a testimonial that stands out online.

Remember to keep it short, be specific and include the problem, solution and happy ending.

Here are some starters and questions to help you and your clients to write better testimonials!

# Testimonial Starters

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## Testimonial Starter 1:

Before working with **[person or business name]** ...  
a brief statement of their problem.

Then **[person or business name]** ...

And now ...  
how you feel about the great results you have received and  
how your life and business are better because of the product or service.

## Testimonial Starter 2:

I reached out to [person or business name] because...  
describe the problem.

**[person or business name]** helped me ...  
state the obstacles you overcame.

The result was...  
how your life and business are better because of the product or service.

One thing I liked was...

I found the experience...

I would recommend **[person or business name]** to people who need...  
state the outcome they want.

# Ask a Question

## to help your clients write rave reviews

What was the **[problem / frustration / dilemma / situation]** that prompted you to purchase the product or hire your business?

How did the **[problem / frustration / dilemma / situation]** make you feel?

Have you tried to resolve this problem on your own, what were your results?

What was your breaking point - the moment you said to yourself, "Ok, I am done trying to figure this out, I'm hiring or purchasing ..."!

What hesitations did you have about buying the product or using my services?

What was standing in the way of getting the results you wanted?

What is one specific **[thing / result / outcome]** that you were hoping to get through purchasing this product or service? Did you get it?

What is one surprising or unexpected **[result / outcome / benefit]** that you have received from the product or service?

If you had to sum up the experience of the product or service in one word, what would it be?

If a friend or colleague said to you, "I am thinking about purchasing or hiring **[your business / product here]** but I'm not totally sure yet. Should I?", what would you say to them?

What is one specific way that your **[life / body / business / home / relationships / etc.]** has changed as a direct result of the product or service?

Name one reason you choose [name of product or service] out of all the available options?

How did you feel when **[name of product]** arrived on your doorstep and you opened the package?

How did you feel when you began working with **[name of service]**?

If you stayed where you were, where would you be now?

What is one way that **[name of product or service]** has changed how you live and/or do business?

How do you feel now that you have have the product for a while?

or

How do you feel now that you have used my services for a while?

# Email Requests

## to help your clients write rave reviews

### Email Request Testimonial Template:

Hey [Name]!

Thank you purchasing my **[name of product or service]**!

I'd love to know how everything is going for you.

If you don't mind, please answer these 3 quick questions about your experience and email me back whenever you're ready.

1. What inspired you to purchase my **[name of product or service]**?
2. What is one specific **[thing / result / outcome]** that you were hoping to get by purchasing this product or service?
3. How has your **[life / body / business / home / relationships / etc.]** changed as a direct result of the product or service?

Thank you so much again for purchasing **[name of product or service]**!

I look forward to hearing back from you soon!

**[Your Name]**

### Email Request Testimonial Reply Template:

Hi [Name],

I wanted to send you a great big THANK YOU for your amazing feedback.

I'm so glad that you **[repeat something amazing they said in their reply]**!

Would it be ok if I edited your feedback into a short testimonial and posted it on my website along with your first name, last name initial and city and a photo?

I'm thinking something like this...

**[write the testimonial story based on their response]**

Please let me know if you have any tweaks or suggestions.

Thank you again!

**[Your Name]**



# Ready to learn how to create a website that will grow your business.?

We are Ling & Michelle,  
your personal photographer, branding,  
marketing and website design partners.

Helping entrepreneurs and small businesses learn  
how to create website Photos, Branding & Content  
that will grow your business.

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