



3-Part Framework for Powerful Client Testimonials

Most people ask for testimonials the wrong way. Because of that, they get reviews that fail to talk about the customer's journey with you. This leaves new prospects wondering exactly what you did or how it helped, so you don't get the marketing results you were hoping for.

Instead, provide these simple framing instructions when you ask for a testimonial:

1. Describe the problem you were having before working with (my organization). Was there a tipping point/event that made you start to consider a new solution?
2. What did (my organization) do for you? What may have been different about this that made it so perfect for the results you needed?
3. What are the results of your work together? What does life look like now that the problem is solved (or being solved)?

A really powerful bonus question highlights what was at stake if they DIDN'T take action.

4. How would the situation for you be different if you hadn't chosen to work with us?

Finally, make it REALLY easy for them to complete an online review by providing the links. I do this whenever I ask for a testimonial. This could look like this:

- ♥ Would you leave some comments on your favorite review site? When others hear from you, they'll feel more comfortable working with us, too.
 - Google Review
 - Facebook Review
 - LinkedIn Recommendation

↑ Be sure to insert your EXACT hyperlinks. Don't make users search for it!