



How to get great testimonials

If you want to get testimonials from your clients that are really focused don't just leave them to offer or write something yourself for them to sign.

Send them this formula to follow and the quality of your testimonials will improve dramatically.

What services/products were provided? *(You can answer this, but it's good to have it attached to the information for reference)*

What was it like working with us? *(They want to tell you this and it's nice to know that they had good experiences, but this is not the best part of a testimonial)*

What changed as a result? What outcomes did you get, savings made, increased profits or productivity? *(Put something relevant to the service/products you provided here)*

With positive answers to these questions you might want to go back to them and ask:

Who else do you know who would value results like that?

Could you introduce us to them please?