

VERYBON
BRANDING STUDIO

How to get the best

Testimonials



Why gather great testimonials?

Testimonials are a key part of creating authority so that potential clients trust you as an expert. They want to see the social proof that you've helped other people exactly like them solve the same problems they have.

Not all testimonials are created equal though. Great testimonials are real (no faking them), results based (ie. they describe what concrete results the client got and how they felt after your service), and they come from past clients who are at least similar to your ideal client (ie. not your mom).

These kinds of testimonials go a lot further for your credibility than someone just saying "Suze is the best!!!!" no matter how many exclamation points they include.

There is an art to gathering great testimonials though and this is why you're reading this right now. I'll let you in on the secrets.

Secret #1 - Start early & give a deadline

If you would like to refresh your set of testimonials for your upcoming branding project, you're going to want to start ASAP so that you can have some ready when it's go-time.

Fact is... people are slooooooow. It's not personal, they're just busy. But seriously. Start early and give them a deadline of when you really need it ready by (this should be much, much earlier than you actually need it by).

Secret #2 - Give them a few questions to answer

Even people who absolutely are over the moon about you will get tongue tied when you ask for a testimonial. So the best thing to do is give them a few strategic questions and their answers can later be curated down into a succinct testimonial.

Resist any and all urges to include an entire survey of questions. The key is making the request as easy and as comfortable as humanly possible for them. Otherwise they will get overwhelmed and you can kiss your testimonial goodbye.

Here's a swipe template you can adapt to your business and personal voice, and email people with your request.

Swipe this email:

Hey *name*, hope you're well! *insert extremely brief, personalized pleasantries here*

Was hoping to ask you for a favor. I'm updating my website, and you were such a pleasure to work with - would you be willing to give me a quick testimonial I could feature? I'd be so appreciative.

If so, I have a couple questions here. You can just hit reply with your answers.

1. What were you struggling with prior to us working together? How were you feeling?
2. What results or aha moments did you get after we'd worked together? How did you feel after?
3. Would you recommend working with me to someone who was struggling like you were?

I plan to feature your name and photo with the testimonial, but it's also no problem to leave the photo off and just use your first name. Let me know.

[Note: Photos make testimonials feel more credible but it depends on your niche so your call on whether to include this. Business people or authors or other public people are generally fine with it. If your service is coaching though or something private, people often prefer to stay more anonymous. Either way, consent is good.]

I need the testimonial by *XX DATE* and I'll send you a quick reminder if needed.

Thanks a million,

Your name

Secret #3 - Remind them. Sometimes twice.

Often they'll reply fairly quickly and say "Yes, no problem! Would love to!". But then I guarantee you they're going to forget and blow past your deadline. Happens every time.

I swear it doesn't mean they don't think you're amazing. They're just humans. They're always happy to do it after you remind them.

So when it's coming up to the deadline or just after (depending on how much time you've left yourself here), just reply to the email and say something like:

—

Hey *name* - just sending you that reminder I promised you! My website project is coming up quickly and I'd love to get that testimonial from you. Thanks so much!

—

Most likely you'll get the testimonial back from them within a few days. No shame in reminding them twice though if they had said they would and still forget!

Once they send it to you, if they didn't say they wanted to leave the photo off, then I take that as permission to go yank one from their website or a nice one from their social profile [right click on image → Save Image As].

Woohoo! You just seriously upped your cred! Congrats!