

HOW TO

GET STELLAR

TESTIMONIALS

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Do you have a hard time getting your clients and customers to write testimonials for you, even when they have raved about your work?

If you haven't already, [check out this blog post](#) for a new approach that will allow you to easily get amazing testimonials from your favorite clients.

Once you know the exact steps to take, you can use the email scripts and testimonial checklist below to consistently request and compile feedback.

Remember, by using the right questions, you'll get exactly what you need from the clients who already love you!

4 STEPS TO STELLAR TESTIMONIALS

Step 1. Ask clients for feedback.

- ☐ At the end of your final client session, verbally ask them if they'd be willing to give you *feedback* on working with you.
- ☐ Assuming your client says yes, send them an email requesting feedback.

Note: If you're behind on getting testimonials, it's always okay to reach out to past clients and ask them if they'd still be willing to give you feedback.

Step 2. Review each client's feedback.

- ☐ Take your client's feedback to heart. Decide what changes you want to incorporate into your business based on their comments.
- ☐ Compile a stellar testimonial from your client, using her exact words. (Yes, you write it!)

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Step 3. Email your client for approval.

- ☐ Email your client. Thank them for the feedback, share the testimonial you compiled, and ask for approval or edits, as they see fit.
- ☐ Request approval to use their name, city, job title, website, and any other pertinent details on your website.
- ☐ Ask for their photo.

Step 4. Post it!

- ☐ Once you have everything you need, including their approval, post that testimonial to your website!

MY FAVORITE FEEDBACK QUESTIONS

1. What hesitations did you have about working with me?
2. What results have you achieved since we started working together?
3. What did you like best about working with me?
4. How else have you benefited from our work together?
5. Would you recommend me and my services? If so, why and to whom?
6. Is there anything you would have liked to see done differently? If so, what?
7. What's the most important thing people should know about working with me?
8. Is there anything else you'd like to add?

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REQUESTING FEEDBACK: EMAIL SCRIPT #1

Subject: Requesting your feedback

Hi Name,

Can you believe our time together has come to a close? I miss you already!

I'm so proud of everything you accomplished, and I'm hoping this experience gave you everything you wanted (and then some).

I'd love to collect your thoughts on my work while everything's fresh in your mind. I always want to know what went well and how I can improve my work for future clients.

Below you'll find some questions I'd love you to answer about our work together. If you could, please answer them in the next week or two.

A big thank you in advance for your time. It's been such an honor to work with you!

Your Name

List the questions here.

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REQUESTING FEEDBACK: EMAIL SCRIPT #2

Subject: Feedback on [this service]

Hi Name,

Hope you're having a great week!

It's been such a pleasure working with you for the past [amount of time]. You've come so far, and I admire your [personality trait].

It's important to me that you got everything you wanted from our time together. One of the ways I do that is by staying open to your feedback.

I'd love to get your input on our work together. To help, I'd love for you to answer a few questions about your experience overall. If you could, please answer them in the next week or two.

Thank you in advance for your time. And thanks so much for trusting me to help you [accomplish this amazing thing].

Your Name

List the questions here.

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REQUESTING APPROVAL FOR TESTIMONIAL: EMAIL SCRIPT

Subject: Thanks for your feedback!

Hi Name,

Thanks so much for your honest and helpful feedback. [Add anything in here that you wish to address based on their response.]

Based on what you shared, I compiled a testimonial that I'd love to post on my website, if it's okay with you. If it is okay, can you please read what I have below and let me know if it's okay or needs edits (and edit so it feels right to you).

I'd also like to use your full name, title, and website. Is what I have listed correct?

And finally, I'd love to add a photo. Could you send me one?

Thanks so much for the feedback and for the opportunity to share your experience working with me on my website.

I'll watch for your approval and photo.

Thank you,

Your Name

Testimonial goes here.

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FEEDBACK REQUEST CHECKLIST

- ☐ Send your feedback request as soon as possible after completing your work with your client
- ☐ Include the feedback questions directly in your email or in an easy-to-fill-out form
- ☐ Provide a due date for the feedback
- ☐ Follow up if you don't hear back by the due date
- ☐ Craft your testimonial and send it back to your client for approval
- ☐ Post the testimonial (and image) to your website
- ☐ If using a form for a class or program, have one of your questions be whether or not they'd be willing to let you use their feedback as a testimonial. For example: Are you open to having me share your feedback in a testimonial on my website? (You'll be able to review & make edits, before anything goes live.)

Instead of asking the questions directly in your email, you can also create a form for people to fill out. Some options include Google Forms, SurveyMonkey, WuFoo, or TypeForm.

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FAQS

Q: How long should my testimonials be?

A: You might notice on some sales pages, the testimonials are paragraphs long. On other sales pages, you might just see a few short sentences.

Which is the right way? Just like most things in business, there is no one right answer. But there are a few things to keep in mind.

First, keep paragraphs short: about two or three lines each.

If your testimonials are 3 paragraphs or longer, I recommend pulling out one of the most impactful sentences and moving it to the top of the testimonial in bold. This makes it easy for people who are scanning your testimonials to notice the most important takeaways.

If your testimonials are short, make sure they have as much “punch” as possible. Use emotive words, and create a sense of energy.

Q: How do I know what to include in my testimonial?

A: It's up to you to decide what you want to include in the testimonial itself. Here are a few ways to know what to keep and what to toss:

First, think about common objections people might have to hiring you. Use portions of your feedback that speak directly to those objections.

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Second, think about what sets you apart from others in your industry. If someone mentions in their feedback that you go above and beyond with one-on-one attention, use that information in your testimonial!

Third, think about the results your clients want. Always highlight tangible and intangible things that you're able to deliver for your clients.

Q: What questions should I ask if I sell products instead of services?

A: I mostly work with service-based entrepreneurs, so my questions are geared toward those businesses. But if you sell products, you can ask about people's experience with the product itself, including the quality standards, if it looked like what they expected, and the fit (if applicable). You can also ask questions about delivery and overall satisfaction with customer service.

Q: Should I offer an incentive to entice people to fill out the feedback form?

A: Hopefully by the time you ask for feedback from your customers, you have established a relationship that would make them happy to respond to your request. Most often, an incentive isn't necessary, but it can increase the likelihood of a reply when asking for feedback for a class or group where your interactions with the individual were slightly less personal.

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Q: Do I always need a picture to accompany a testimonial?

A: I recommend you include a picture of the person who provided the testimonial whenever possible. If you don't have one or the person would rather not give one, you can publish the testimonial without it.

Q: Do I need a special plugin to add a picture next to a testimonial?

A: If you use a Wordpress site, you can simply click "Add Media" to add an image to your web page. For other sites, adding a photo to a testimonial should be just like adding an image to a web page.

Q: Is there a time limit on when I can ask for feedback?

A: I recommend requesting feedback within the first 2 to 3 weeks after you wrap up your working relationship with a client. However, if you reach out to clients who you worked with 6 months ago, just ask them to "go back in time" to remember how they were feeling then. I don't recommend reaching out to people if it's been more than a year.

Q: I love the idea of systematizing this. What else can I systematize in my business?

A: For more information on how to set up systems for your business, check out The System Flight Kit. It explains everything you need to know to create effective systems for your business. It's a free download, and you can [get yours here](#).

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ABOUT JENNY SHIH

I'm an uncompromising business coach who has taught more than 35,000 business owners how to earn a full-time income working 30 hours per week or less as online, service-based entrepreneurs. For many years in business, I was debilitatingly sick and at some points was only able to work a few hours each week.



As the household breadwinner, I found strategic ways to ensure my business remained highly profitable while also giving me the much-needed time to heal.

Drawing on both my decade of experience in high tech and my training with Martha Beck and spiritual teacher Byron Katie, I guide my clients through a no-fluff, step-by-step approach to creating thriving businesses they love without having to work long hours or make huge sacrifices.

To learn more about Jenny , visit jennyshih.com.