



Templates for Requesting Testimonials

For Service-Based Businesses

Dear Mary,

Thank you so much for investing in yourself and your success through my private coaching packages. I'm proud of you, and I hope you found our time together enjoyable.

Will you write a short testimonial for me?

If so, please hit reply, answer the following prompts, and attach a photo of yourself that I may include with your testimonial.

- Before working with [NAME]... (Describe what wasn't going well or how you were struggling.)
- I learned... (About yourself, your career, life, etc.)
- My favorite part was... (What did you like? Did you get any measurable results?)
- Working with [NAME]... (What did you like about me? What was the best part?)
- Is there anything else you'd like to share with me?

Thank you in advance for your testimonial! Please let me know if you have any questions.

Sincerely,

[NAME]



Templates for Requesting Testimonials

For Product-Based Businesses

Dear Mary,

Thank you so much for purchasing a deluxe edition time machine from [YOUR BUSINESS NAME]. I take great pride in my work, and I hope you enjoy your purchase and that it meets all your time-traveling needs.

Will you write a short testimonial for me?

If so, please hit reply, answer the following prompts, and attach a photo of yourself that I may include with your testimonial.

A photo of yourself with the time machine you purchased would be much appreciated!

- Before purchasing a time machine... (Describe what wasn't working or how you were struggling.)
- What I like best about my new time machine is... (What features appeal to you?)
- Working with [NAME]... (What did you like about me, my website, etc.? Would you purchase from my business again?)
- Is there anything else you'd like to share with me?

Thank you in advance for your testimonial! Please let me know if you have any questions.

Sincerely,

[NAME]