



How to Guarantee Great Testimonials From Your Clients

Tailor the template below to request testimonials for your holistic service, product, session or event. By including actual verbiage that your client shared with you, you give them a head start and increase your return rate!

I would be honored if you would write a brief testimonial, based upon your experience in my (Holistic Business Building TeleClass.)

With your approval, I may use some of your comments in my marketing, accompanied by your name, company name, and a photo.

If you are willing to share your comments, what would work beautifully is:

Three to five succinct sentences that tell **specific benefits** you have received from the (TeleClass.) I encourage you to go into detail about **personal achievements and transformations** that have taken place as a result of what you learned and put into effect. The more detailed and concrete, the better.

During each of our classes you verbally shared the benefits you received as a result of participating in the TeleClass. I've captured the gist of your quotes below and hope your words will be helpful in recapping the value you gained from the class:

-Easy to use tools, like the Marketing Funnel and the Unique Benefit Statement, made it easy to write a clear marketing plan that has already attracted five new clients to your practice.

-Instead of costly marketing to a very broad audience, you now spend less money and have attracted 12 new prospects; all because you learned who your ideal client is, what their problems are, and how your services solve those problems.

-With the support and accountability of a safe, inspired learning environment you are taking small steps in the right direction; you tackle and complete projects which you used to postpone.

-Simple tools to decide what tasks need to be done now, and specific strategies to use your time more efficiently, meant you freed up an average of two extra hours per day!

-Easy to use templates, such as the business income-expense spreadsheet and the work balance wheel, were instrumental in getting valuable information out of your head and down onto paper. This clarity means you now see a direct link between the tasks you accomplish and tripling your income over the last three months.

I'd appreciate your permission to slightly alter your testimonial to fit space or use a present tense, etc. Before publishing your testimonial I will send you a copy of the final version for your review. I typically use testimonials (on my website, in marketing brochures, or on a flyer for my programs.)

I'd love to have your testimonial by (October 28th,) in time for my November 1st e-zine. Please e-mail your text to me at anewleafcoaching@earthlink.net