



# 5 Easy Steps to Gather Incredible Client Testimonials

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# It's time to get incredible testimonials from your clients.

Do you have a hard time asking for and then obtaining testimonials from your clients, even when they rave about your work? If you haven't already, [check out this blog post](#) that details the real value of gathering testimonials from your clients. You can also use the questionnaire template to consistently request and publish feedback. And by asking the right questions, you'll get exactly what you need from the clients who already adore you!

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## Step 1 - Request Feedback

Verbally ask clients if they are open to providing feedback on working with you. Ideally, ask at a key project milestone or as soon as possible after completing your work with them. Don't forget to let them know how you plan to use it (for example, on your website or social media).

**Pro tip:** If you are 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. Make sure to gather those reviews that clients have already left on Facebook, LinkedIn, YouTube, and Local Search Directories.

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## Step 2 - Send Questionnaire

Assuming your client says yes, send them an email requesting feedback using the questionnaire template. They will need to fill out their name, job title, website, and other key details about their experience working with you. Provide a due date for the feedback. Follow up if you don't hear back by the due date

**Pro tip:** You can also create the questionnaire as a form for people to fill out. Some free options include a writable PDF, SurveyMonkey, Google Forms, or TypeForm. Just enter the same questions that are included in my template!



## Step 3 - Review Feedback

Review each client's feedback. Compile a killer testimonial from your client, using his/her exact words. Choose the juiciest phrases and key metrics. As you look across those you've collected, make sure they represent different services and highlight your different strengths. Most importantly, make sure they sound like your client's voice. To be effective, they need to be authentic.

**Pro tip:** The customer testimonial should not be longer than a couple of sentences and sometimes you may want to go even shorter than that. In addition, adding their headshot adds even more strength to the testimonial.

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## Step 4 - Get Approval

Email your client for approval. Thank them for the feedback and share the testimonial you compiled. Ask for approval or edits, as they see fit.

**Pro tip:** Send a personal note thanking them for their time and effort will confirm the customer's choice for extending their name and giving you a testimonial.

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## Step 5 - Publish Your Testimonial

Publish It. Once you have everything you need, including their approval, post to your website (homepage, sales pages, and scattered throughout), proposals, as part of email sequences and social media accounts!

**Pro tip:** Organize and store your testimonials in a central location. This will allow you to reference them easily and update your materials often to keep them fresh.



## My favorite questions that lead to high quality testimonials.

1. What was your business like before you had my product or service?
2. What hesitations did you have about working with me?
3. What problem(s) were you trying to solve with our product or service?
4. What results have you achieved since we started working together?
5. What has exceeded your recommendations since working with me?
6. How else have you benefited from our work together?
7. What was the main concern that would have prevented you from buying this, and what put your fears to rest?
8. Would you recommend me and my services? If so, what are the main reasons and to whom?
9. Is there anything you would have liked to see done differently? If so, what?
10. What's the most important thing people should know about working with me?
11. What surprised you the most or made you the happiest about buying/joining [our product/service]?
12. Is there anything else you'd like to add?

The included questionnaire template will help you start collecting high-quality testimonials from your clients. You should also automate whatever steps possible. Taking this extra step will keep your business running consistently and efficiently and all of your team members in sync.