

The Testimonials Automator

Testimonials are POWERFUL ... but only if you *collect* them and *use* them on a regular basis. This short guide gives you an easy-to-follow method to do just that.

HOW TO Make it Easy with a Testimonials Process

Keep it simple and create a draft email that contains the testimonial questions below. Or get fancy with a fillable form on your website. Either way works!

HOW TO Ask for a Testimonial

First off, ask for *feedback*, not a testimonial: this takes the pressure off people so don't feel like they have to become professional copywriters.

Ask during “peak client happiness periods” — right after you've finished delivering a service or product while their satisfaction is fresh in their minds.

Ask questions that create “story arc” answers. With a nod to Sean D'Souza's post on Copyblogger.com, [Six Questions to Ask for Powerful Testimonials](#), modify the questions below so they fit your product or service:

- What was your situation before you purchased ___? What was the core problem you wanted to solve?
- What hesitation did you have about purchasing ___? Were you reluctant about anything?
- What results did you get from ___?
- What are three specific features you enjoyed about ___?
- Would you recommend ___? If so, why?
- Anything else you'd like to add?

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HOW TO Get Permission to Use the Testimonial

If you want to use the feedback you get, reply via email with a thank you. In the same message, ask permission to use the feedback as a testimonial. Say something like this:

“Thanks so much for that feedback! I’m really glad to hear you had a positive experience. I wonder ... would you mind if I used your feedback as a testimonial? Let me know if that sounds good — and please send a head shot and the business name you’d like me to use.”

NOTE: If the person didn’t answer your questions with complete sentences, you can weave together a testimonial from their answers and send it with your reply so they can approve it before you use it.

HOW TO Keep Testimonials Organized

Save testimonials in a central location you can get to quickly and easily — a Google doc, a Word doc, or an Evernote notebook. Date and organize testimonials by product so you can access and use them on sales pages, in sales emails, and on social media.

LEARN MORE:

[How to Get Powerful Testimonials That Convince Even the Most Skeptical Prospects](#)