

JONATHAN TILLEY'S

ASK FOR TERRIFIC TESTIMONIALS



Introduction:

There's no other way to say it: testimonials rock! It takes the pressure off of you bragging about how awesome you are and lets other people build your authority for you. Testimonials prove that you have worked professionally and is a psychological trick to future clients that says "well if THAT person said that about you then you MUST be good."

Who hasn't bought something completely useless off of Amazon because the reviews said it was amazing?! Here's a pre-written script asking for a terrific testimonial from past clients so you can get more work from new clients.

Remember, you need to craft a testimonial to THEM FIRST and make it from the heart. Think of giving them a lovely gift (your testimonial to them) and not wanting anything in return. If they do send you back a testimonial then good karma is working in your favour.

Best of luck.

The Ask For Terrific Testimonials Script

Dear _____,

Thanks again for the great time on (name of recently finished project). We really had some fun when (insert a fun thing that happened).

It was such a good time I took it upon myself to write you a testimonial that you can use where ever you like:

(Think of this person and what it feels like working with them. Describe the situation when you feel the feelings along with how it feels in 2-3 sentences. Be hyper-specific. Always start the first sentence with their full name.)

Thank you so much for making this project a reality.

If you don't mind spending 2 more minutes with me virtually, I'd love to feature you on my website and get your feedback on my work in a testimonial.

Feeling stuck? Don't know what to write? Maybe these questions will spark your inspiration. 2-3 sentences in total is more than enough. What made you pick me over someone else? How did I positively add to the project? What do you think is my secret sauce? What one thing did I do that made the end client super-happy? Or what does it feel like working with me? Describe a specific situation when you felt that way.

If you're too busy I totally understand. No hard feelings. But if you do have 2 minutes to spare to write me a testimonial I'd be honoured. Your opinion means the world to me.

Thanks so much and have a great day!

AND THAT'S HOW TO ASK FOR TERRIFIC TESTIMONIALS


Best of luck!

In gratitude,

Jonathan

But before you go...





Do you get tongue-tied when reaching out to dream clients?

I've got something special for you.



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I actually looked into another more
expensive marketing class but when
this came along I was pumped!
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the price tag."

- Cynthia Small



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