

HOW TO ASK FOR TESTIMONIALS GUARANTEED TO ATTRACT NEW CLIENTS

The fastest way to get a testimonial is to call up your past or existing clients and ask:

“HEY, DO YOU HAVE 5 MINUTES? I’D LOVE TO ASK YOU A FEW QUESTIONS ABOUT OUR TIME TOGETHER.”

Then you can simply ask some of these questions:

- What was going on (specifically) in your (life/health/business, etc) back then that had you struggling?
- How were you feeling (emotionally, physically, mentally, spiritually) before you worked with me?
- What results were you looking to get?
- How did I help you? / What specifically did I help you with?
- When you first looked at hiring me, what hesitations did you have, if any?
- Why did you say yes to yourself and decide to work with me?
- What 3 results did you have?
- Why are you glad that you did hire me? (e.g. you were concerned you wouldn't be able to recoup your investment or that working with me wouldn't solve your problem, etc.)
- Can I showcase you and your business as per your answers in my marketing?
 - If yes, what title, business name, website? Please attach a headshot too.
- What did you enjoy about my coaching style?
- What is the single most important thing people should know about working with me?

Keep in mind that people are busy, so if you request a testimonial and don't hear back, don't go to that dark place of "they hated working with me." They didn't. Just send them a friendly reminder.

OTHER WAYS TO GET TESTIMONIALS:

- Choose your favorite questions from above and make your own “template” to send to your clients. It could be a Google Form, so the responses can be segmented according to question... a true gold mine of content for you!

- Ask these questions on your final coaching call. This should be a re-enrollment call, and these questions are a perfect segue to continue working with you.
 - Record the call and transcribe their words. Edit for print copy, and send the edited print copy to your client for permission to use. “I took these words from our last session and put them to paper... just want to check to be sure I have your approval (and I’m happy to keep you anonymous if you’d prefer!)”
- If you don’t have a huge list of people to request testimonials, create opportunities to get them. Offer a small coaching session (could just be 20 minutes) in exchange for a written testimonial.
- Ask for feedback at the end of your strategy sessions: What was most helpful to you during our time together? Then weave in their response with a story: “When Erica and I first spoke, she shared with me x, y and z. In just a short time working together, I helped Erica _____.”