



Customer Testimonial Template

Your customers want to give you testimonials but they need some guidance on what to say and how to say it. Use this outline to get a testimonial conversation started and keep it on track.

<p>Situation Before You</p> <p><i>(a simple "let's talk about where you were before we started working together")</i></p>	
<p>What happened after working with You?</p> <p><i>(many testimonials come from this step – but coupling it with the pre-work situation gives it power!)</i></p>	
<p>Knowing what they know now, what would they have done differently?</p> <p><i>(Stuff happens. Admitting it helps everyone involved. Trust me.)</i></p>	
<p>What result did they not expect from your work together?</p> <p><i>(every situation has unexpected benefits. List them here.)</i></p>	