

JENNA KUTCHER

# *Quick Start: Testimonials*

WORKBOOK



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## *You're About to Write a Killer Testimonial!*

ARE YOU READY? LET'S GO!

Hey there,

Thank you so much for being willing to write a testimonial. It means the absolute world to me that you would share a little bit about your experience with business name! Since sometimes the words don't flow quite like we'd like them to, I created this simple exercise to help you think through your experience!

Use the Mad Libs exercise below and fill in as much as you can! I am SO grateful, forever thankful, and really excited to brag you up, share your results, and celebrate YOU with the rest of the world! Because you, my friend, are doing big things, and it's important we stop and celebrate the heck out of them!

My goal is to share where you were before you worked with me, the exact actions you took or the experience you had, and what the future looks like for you now!

- 1) *I want to tell your full story!*
- 2) *We will provide the problem/fear then the solution, then the results!*
- 3) *My goal is to share as many details as possible!*

By filling out this form, you are basically saying, "Hey **NAME**, thanks so much! I'd be pumped if you share all of my successes on your website, social media, in your trainings...."

Please email this completed document to: **EMAIL ADDRESS** with TESTIMONIAL as the subject line and include a color bio image of yourself as an attachment!

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## *Testimonial request template email:*

EMAIL ONE MONTH AFTER SERVICE

*Hi NAME,*

*Can you believe it's been a month since we spent time together? Time is absolutely flying on by! I've been thinking back to (insert personalized detail from working with them here).*

*I just wanted to follow up with you, check in on how you're doing, see if there are any other ways I can serve you and invite (and encourage you) to share with me about how I could improve the experience for future clients, or what you loved most about working with me! Reviews are an incredible way for me to make sure that every client leaves as a raving fan and I want to be sure that every step along the way was memorable for you!*

*If you would feel comfortable, would you be willing to spend five minutes sharing your experience of working with me (post links if you have a place you want for them to review you!) I appreciate your feedback and again, am so thankful you chose me!*

*Best, Jenna*

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*Please fill this info out for us!*

Name:

How did we work together?

When did we work together?

1.) Before I hired/purchased/worked with \_\_\_\_\_, I felt:

2.) Fears that have held me back before include:

3.) I chose this specific program/product/service because:

4.) Since then, I have: explain gains, confidence, income, outcome etc.

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5.) My favorite part of the product/service/offering was:

6.) My business name was the right pick for me because:

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7.) I am most looking forward to the future because:

8.) Please list any concrete results below:

*(Increase in followers, income, bookings, decrease in time working, stress, etc.)*

9.) What can business name do better or how could my offering be improved? Any feedback you could offer as insight? We are always trying to be better!

10.) Last question, you ready? If someone asked you to describe working with me, sum it all up in one sentence!

**YOU DID IT!** Hooray, you probably just pulled together the most bomb.com testimonial! Now get bold in asking for responses. Don't hold back, reach out to clients (past and present) and guide them through the process.

Take it a step further and call them up on the phone to ask any clarifying questions and get more feedback! *(Yes, seriously, pick up the phone and call!)*

Once your client sends back their response, take the time to pull the pieces that will most strongly sell your business and shout it all from the rooftops! These testimonials that you're collecting can change the trajectory of your life.

JENNA KUTCHER