

# HOW TO GET TESTIMONIALS



**WHAT:** Testimonials are the social proof that your business does what you say you're going to do!

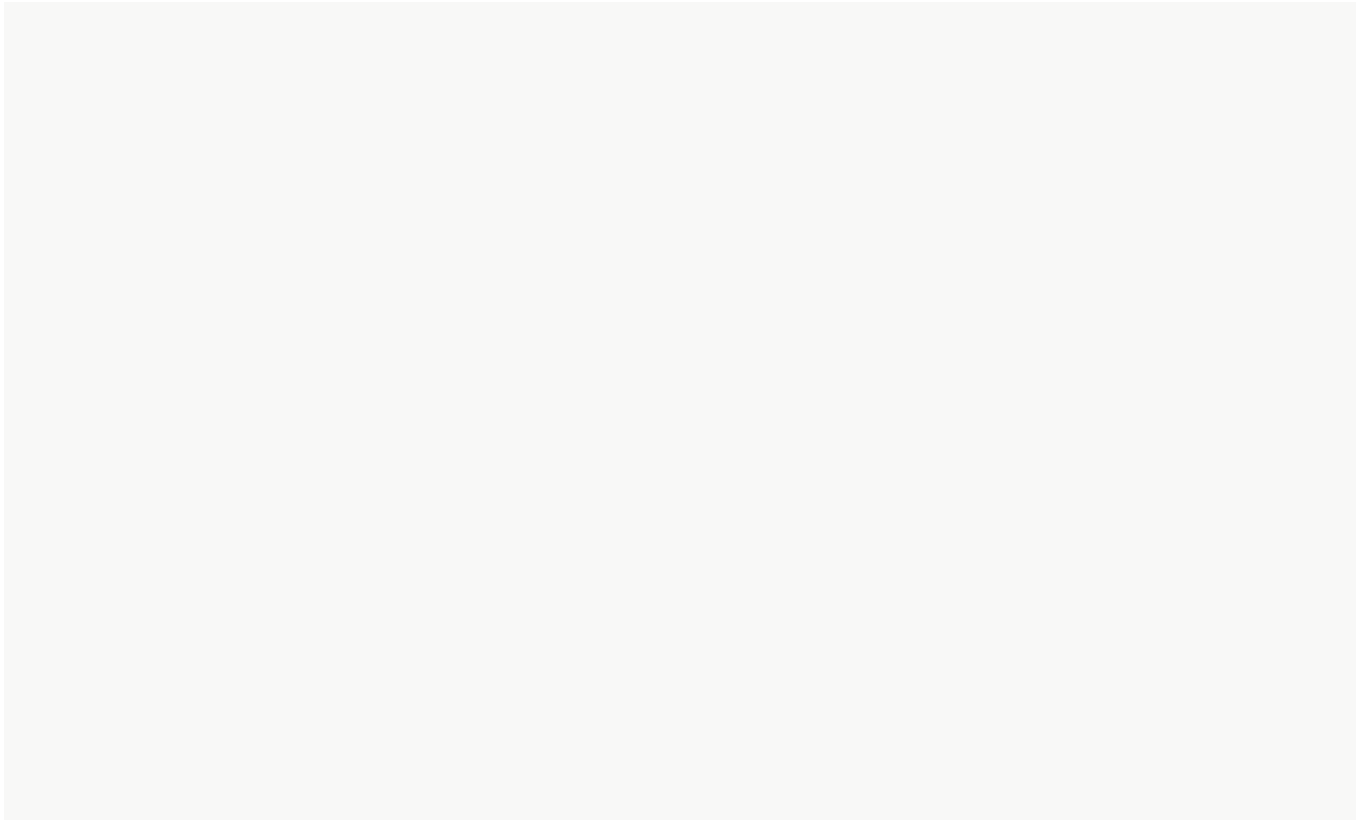
**GOAL:** Making the process of getting testimonials way easier and even automated.

**growth**  
GETTERS

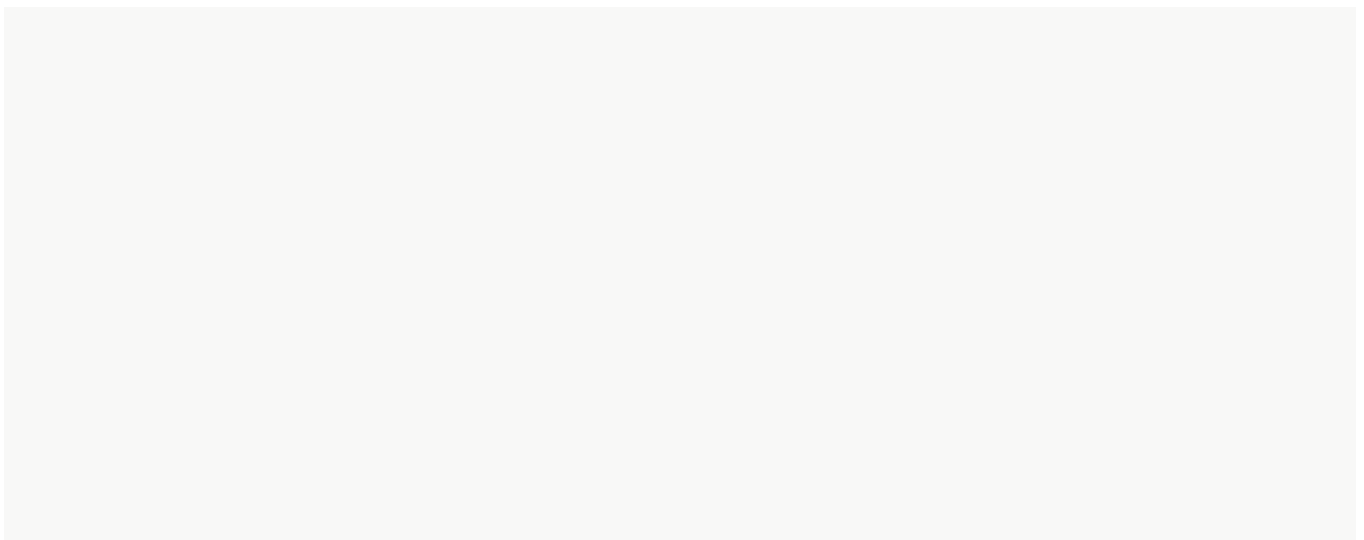
# The Dream Testimonial

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WRITE OUT YOUR DREAM TESTIMONIAL



FROM WHAT YOU JUST WROTE, ARE THERE ANY AREAS YOU WANT TO WORK ON?



# Happiest Client List

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# Happiest Client List (continued)

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# Sample Q's to Ask

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1. What was your favorite part of your experience with us?
2. If you were going to recommend us to a friend, why would you tell them they need to work with us?
3. Was there anything about your experience you didn't expect but was a wonderful surprise?
4. What were you experiencing before you started working with us?
5. What made you decide to start working with us?
6. What has happened for you since we've started working together?
7. What's been your biggest breakthrough since working with us?
8. If someone was on the fence, why would you say they need to just go for it?
9. How would you explain your 'before and after' from working with us?
10. Where would you be if you hadn't started working with us?

# How to Gather Testimonials

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**SCREENSHOT & SHARE  
RAVING COMMENTS  
IN YOUR FACEBOOK  
COMMUNITY**

**INTERVIEW YOUR  
HAPPIEST CLIENTS-EITHER  
IN PERSON, VIA ZOOM OR  
WITH A QUESTIONNAIRE.**

**FOLLOW UP WHEN  
SOMEONE LEAVES  
A NICE COMMENT,  
TEXT, OR EMAIL  
AND ASK IF YOU  
COULD SEND OVER  
A COUPLE  
QUESTION AND  
FEATURE THEIR  
EXPERIENCE.**

**SEND OUT A (SHORT!) CUSTOMER EXPERIENCE SURVEY**

**AUTOMATE A 'HOW  
DID WE DO' EMAIL  
AFTER EVERY  
COMPLETED  
CUSTOMER JOURNEY.**

**USE A VIDEO  
CAPTURE SOFTWARE  
AND SEND THE LINK  
RIGHT AFTER YOU  
FINISH WORKING  
TOGETHER.**

**ASK CUSTOMER TO LEAVE A REVIEW ON REVIEW APPS**

# Testimonials Checklist

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Decide how you'd like to gather testimonials

Set up software or workflow for automation (make sure to test it!)

Create Testimonial Help Guide/Video for Clients

Make list of happy past clients

Reach out to past clients individually

Create a Client Feedback Survey

Send survey to full client list

Schedule Follow-Up and Quarterly Check-UP

# "Testimonials" BOB

## Best Operations Breakdown

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**testimonials  
are social  
proof you'll  
do what you  
say you're  
going to do.**

LEAH REMILLÉT

# Resources



## **Video Testimonial Software:**

[glimpsevideo.com](https://glimpsevideo.com)  
<https://boast.io>

## **Organization:**

Dropbox  
Google Docs

## **Client Project Workflow:**

Honeybook (discount in Resource section)

## **Case Study Example:**

<https://thethrivingphotographer.com>

## **Other Leah Design Examples:**

<https://kellifrance.com/podcast>  
<https://theceokid.com>