



Done for you scripts

Done-for-you Scripts to request customer testimonials

One reason people buy your products and services is that they know other people have used them and liked them. That's called social proof, and it includes testimonials.

Use testimonials on your sales pages, landing pages and even within email marketing, and they'll help persuade visitors and subscribers to become customers.

Many business owners don't know how to ask for testimonials needed to get quality customer endorsements that can be used for marketing. We've researched experts with great testimonials to show you the best way to ask for a testimonial.

PRO TIP: Ask immediately. Getting good customer testimonials requires two things: delivering value before you ask and timing your request.

When you over-deliver on value, offer a product or service that solves your customer's problems, provide outstanding customer service, and make customers feel good about doing business with you, they're usually be happy to give you a good testimonial.

Get testimonials that help you sell by showing how your product or service solved your customers problem or how fast and easy it was to do business with you.

For example, if prospective clients typically worry that your solution might take too much time, ask about how much time it took when you get feedback for a testimonial. It's much better when a testimonial addresses an objection in a client's words than if you say it yourself.



Keep these three questions in mind when asking for testimonials.

1. What was your biggest hurdle when purchasing?
2. How would you explain this product (and what it does) to a friend?
3. Would you recommend this product? If so, why?

Done-for-you script to request a customer testimonial

Script #1

Hi, (Your customer's first name here),

I wanted to reach out to let you know that it's a pleasure doing business with you.

When I work with a great client, I like to finish up with a testimonial to feature on my website. I'd really appreciate you sharing your thoughts on your experience with (name of your company).

You can see examples of previous testimonials on this page ([link to your testimonial page](#)).

I truly appreciate your help with this.

Thanks in advance.

(your signature)



Script #2

Hi (Your customer's first name),

Thank you for your patronage on (Date). It's a pleasure doing business with you.

Because you're a valued customer, I'd appreciate you giving a testimonial about what you enjoyed about (name of your business or product).

It will really be a big help.

You're welcome to let me know if there is anything, I can do to help you.

Thanks in advance,

(Your signature)

Done-for-you Scripts to request celebrity endorsements

Celebrity endorsements amplify your voice. They also help consumers trust your brand.

If a famous name your prospective customers know, love, and trust is using and promoting your products, the potential customers are more likely to trust you. You gain valuable credibility. This type of marketing is called social proof.

While many high-powered celebrities may be out of your businesses price range, there are lots of famous celebrities and popular local people who may be able to help you.

Be sure to pick a celebrity that is in line with your business or product.



Script #1

Hi (Celerity's name here),

I have got the tough task of grabbing your attention.

I am the founder of a new startup that makes (what you make or do). As a (what your product does) enthusiast yourself, my team is sure that you will love what we've got.

Our product is (features of your product).

What do we want from you? We would LOVE it if you accepted our warm offer to send you a free (product you want to promote). We promise they are (adjective used to describe your product e.g. delicious, easy to use etc.) and may or may just be the best (what your product does) you've ever tried.

What would we like from you? If you accept our offer to send you our (adjective used to describe your product and product) we would appreciate it if you could post a pic of yourself (how customers use your product) on your social media profiles. We feel that you and your audience perfectly match our values and our message.

We will love you forever and won't hesitate to send you a second (your product).

Thanks in advance.

(you signature)



Script #2

Dear (Celebrity name),

I have a small company called (name of your company) and we (Describe your product & why it exists).

(Small paragraph about your product and list the benefits of the products or something that is unique about your product)

Benefit #1

Benefit #2

I am a fan and I am hoping you might find (name of your product) perfect for (why they'd like your product).

I hope you enjoy this gift.

Sincerely,

(Your signature)