

How to Collect Powerful Testimonials

Description:

This SOP outlines a **simple, repeatable** process for collecting **high-quality testimonials** from clients or customers. A strong testimonial highlights **the transformation** a client experienced—building trust, credibility, and social proof for your business.

Step 1: Identify the Right Moment to Ask

- The best time to request a testimonial is **within 24 hours** of a key moment of success—when your client has experienced a significant **win, transformation, or breakthrough**.
- Look for moments when they express gratitude or excitement about their results.

Pro Tip: If you're working with long-term clients, schedule periodic check-ins to collect testimonials as they progress.

Step 2: Make It Easy for Them to Say Yes

- Send a **friendly, direct message or email** asking if they'd be open to sharing their experience.
 - Offer **multiple ways** for them to provide feedback:
 - A **quick 10-15 minute call** (preferred)
 - A **video response**
 - A **written testimonial form**
 - If scheduling a call, include a **Calendly (or similar) link** to make booking simple.
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Step 3: Guide the Conversation Using a Proven Framework

- On the call (or in a written form), walk them through **structured questions** that tell a compelling before-and-after story.
 - If it's a **video or recorded** call, ask for **explicit permission** to use their words in marketing:
👉 *"Would you be okay with us using parts of this conversation as a testimonial?"*
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Step 4: Use the Testimonial Story Framework

Great testimonials follow a simple story arc:

- 1 Where they started (before working with you)
- 2 What led them to choose your business
- 3 What hesitations they had
- 4 What changed after working with you
- 5 How they feel now + positive outcomes

Testimonial Questions:

1. Introduction

- What's your name and where are you from (or what's your business name)?

2. The Before State

- What problem or challenge were you facing before working with us?
- How did that situation make you feel?
- What were you struggling with the most?

3. The Decision to Work With You

- How did you hear about us?
- What stood out to you about our business?
- Did you have any doubts before signing up?
- What made you decide to move forward?

4. The Transformation (After Working With You)

- What changes or improvements have you experienced?
- How has this impacted your business or personal life?

- What can you do now that you couldn't do before?

5. Call to Action (Encouraging Others)

- What would you say to someone considering working with us?
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Step 5: Format & Share the Testimonial

Once collected, refine the testimonial into a format that fits your marketing needs:

- ✓ **Video Testimonial** – Edit it into a 60-90 second clip with key soundbites.
- ✓ **Written Testimonial** – Clean up grammar and structure for clarity while keeping their authentic voice.
- ✓ **Case Study** – Expand on their transformation for a longer, more detailed success story.

Where to Use Testimonials:

- ♦ Website (Testimonials or Case Study Section)
 - ♦ Social Media Posts & Ads
 - ♦ Email Marketing Campaigns
 - ♦ Sales Pages & Landing Pages
 - ♦ Client Proposals & Presentations
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Final Steps & Best Practices

- **Test This Process:** Start using this SOP with your next few clients and refine it as needed.
- **Make It a Habit:** Regularly ask for testimonials as part of your business growth strategy.
- **Repurpose Content:** A single testimonial can be turned into multiple forms of content (video, text, case study, quote graphic).

By following this system, you'll create a steady stream of **authentic, persuasive testimonials** that help attract more clients and grow your business. 🚀

Want Help Implementing This?

This SOP is designed to help you streamline your testimonial collection. If you need **custom strategies for your business**, let's talk!