Testimonial Collection Scripts

Get Powerful Social Proof From Every Happy Client

When to Ask

Ask for testimonials when the client:

- Has just seen measurable results
- Gives you a verbal compliment
- Renews or upgrades their package
- Refers someone to you
- At the end of a successful project

Email Request Script

Subject: Quick favor? (takes 2 min)

Hi [Name], I'm thrilled with the results we've achieved together - [mention specific result]. Would you be open to sharing a quick testimonial about your experience? It would mean a lot and help other businesses discover how AI automation can help them too. Here are a few questions to guide you (just answer 2-3): 1. What was your biggest challenge before working with us? 2. What specific results have you seen? 3. What surprised you most about the experience? 4. Would you recommend this to other business owners? Why? A few sentences is perfect. You can just reply to this email. Thank you so much! [Your Name]

Video Testimonial Script

If the client agrees to a video, coach them with these talking points:

- Introduce yourself and your business (5 seconds)
- What problem you were facing (15 seconds)
- What the solution looked like (15 seconds)
- The specific results you've seen (15 seconds)
- Who you'd recommend this to (10 seconds)