



7 Sure-Fire Questions to Create Client Attracting Testimonials

When's the last time you purchased something online without browsing through the testimonials? A rhetorical question, I know. Nowadays, social proof is an incredibly important aspect of any buying decision - especially in the online world.

A great testimonial tells a story of where the person was before they started working with you and the results they experienced once the work was finished. Ideally, it'll evoke strong emotions (versus being overly factual) and enables the potential client to see themselves within the story.

So how does one go about getting exceptional testimonials? You've got to ask specific questions that will create a mental image of what it'll be like to work with you and how they will potentially transform from a place of frustration and struggle to the desired endpoints (i.e., results). Your clients will appreciate this guidance - they are busy and want to help but often struggle with "blank screen syndrome" when asked to provide feedback in the form of a testimonial. You don't have to wait until the client has completed your program before asking for a testimonial! In fact, I recommend starting the process while the client is highly engaged and is making progress on achieving her goals.

Without further ado...here are the questions to ask to get Client Attracting Testimonials:

1. **What hesitations, if any, did you have about hiring "us" (or purchasing your nutrition coaching package, etc.)?** This question is important because it's a proactive way to deal with your readers' potential objections. (For example, they might say "I was worried that I wouldn't get results because I had failed so many times in the past but I'm so glad I moved forward!".)
2. **Why did you decide to move forward and work with "Lesli"?**
3. **Please describe your "health" before we started working together. Where were you stuck? Where did you know you needed help?**
4. **How did this situation make you FEEL** (i.e. your weight, health, etc.)? How did your health issues hold you back from living your life? (What were you unable to DO, BE or HAVE as a result of this problem?) Please describe in as much detail as possible.



5. **What specific changes have you noticed in your “health”, “life”, “wellbeing” (fill in the blank)?**

6. **What are now you able to be, do or have as a result of our work?** You may want to provide examples here but the idea is that you get specific changes that have occurred as a result of your work. For health changes, you can't say things like “As a result of working with “x” I lost 12.5 pounds and my cholesterol dropped 16 points to 150. That’s way too specific. Instead, you’re looking for things like “I can now play with my grandchildren without being hindered by throbbing joint pain, my sleep has improved so I wake up feeling refreshed and ready to start the day, I no longer feel beholden to following a diet. I’m able to eat when I’m hungry and stop when I’m full and I no longer feel the urge to binge, I lost that stubborn baby weight so my clothes feel comfortable again.”

7. **What did you most enjoy about this experience or working with “Lesli”? What do you feel are her most exceptional skills or talents?**

8. **Would you recommend our services to others?** Please explain.

Notes:

- * Be sure to visit [FTC.gov](https://www.ftc.gov) to learn more about the current US regulations pertaining to utilizing testimonials.
- * Using headshots and names in your testimonials are ideal as this adds credibility. Again, be sure to check legalities first.
- * Video testimonials are very powerful! You can easily use ZOOM for this purpose.
- * Always have your clients sign a waiver indicating that you have permission to use their testimonial in your marketing materials!
 - Here’s my affiliate link to Lisa Fraley’s DIY Testimonial Release (\$97): <https://lisa-fraley.simplero.com/products/50695-DIY-Testimonial-Release?ref=10595>
 - Alternatively, you can type this case sensitive URL into your browser: bit.ly/LisaFraleyTestimonials
- * These questions can be sent out via email, Wufoo, Survey Monkey (or any survey platform).