

Your Practical Guide to Testimonials

That
Get
Clients



It's all about capturing the
TRANSFORMATION

Virtually Debbie



The Secret

Document their journey

As you work together, keep track of:

-  What they struggled with at the start
-  Every win and milestone they hit
-  Excited messages they send you
-  Measurable results and progress

Right before you ask for a testimonial, send them a recap of all this.

They'll write something even better because you reminded them of their **transformation.**

Timing is everything

When to Ask

Ask when they're most excited about working with you:

- ✨ Right after you deliver something major
- ✉️ When they send unprompted praise
- 🤝 After they refer someone to you
- 🎯 At the end of a successful project

Don't wait weeks or months.

Ask while the emotion is fresh and they remember the details.

How to ask

Make It Easy for Them

Don't just say "can you write a testimonial?"

Instead, try something this:

"I loved working with you these past few months. Would you mind sharing some sentences about your experience?"

What were you were struggling with before and how are things are different now? I'd like to use it on my website and social media and will run everything by you first!"

Clear expectations = better testimonials.

The 5-step process

Protect yourself and your client

- Tell them where you'll use it
- Confirm how they want to be credited, if you can use their photo, and if you can tag them
- Get written "yes, looks good!" before posting
- Only publish what they approved
- Send them a link when it's live

This takes five minutes and prevents awkward situations

What makes it great

It's the story, not the praise

The best testimonials include:

- 🥵 The problem they had before
- 🔧 What you did to help
- 🎯 The specific result they got
- ❤️ How they felt about it

Compare these:

❌ "Sarah is amazing to work with!"

✅ "I was drowning in content with no strategy. Sarah helped me create a system that really works. Now I'm posting consistently and getting real engagement. She made it feel manageable instead of overwhelming."

See the difference?

Video Testimonials

Worth the Extra Effort

Video is more authentic and emotional than text, but make it easy for your client.

-  Offer to hop on Zoom and record it for them
-  Give them 3-4 specific questions to answer
-  Let them know phone video is totally fine

Questions to ask:

"What was your biggest challenge before we worked together?"

"What surprised you most about the results?"

"What would you tell someone considering working with me?"

Real emotion is better than perfect lighting every time!

When they go silent

How to follow-up

They agreed but never sent it? Don't panic.

Week 1: "Hey! No rush at all, but did you get a chance to write that testimonial? Happy to send you some prompts if that helps!"

Week 2: "I know you're busy! Still interested in doing this? Totally understand if now's not the time."

Week 3: "Want me to draft something based on our work together and you can just edit it?"

After three tries, let it go.

Free work in exchange

This Can Actually Work

Offering discounted or free work for testimonials is smart when:

- 🌱 You're new and need social proof
- 🚀 You're launching a new service
- ✨ You want to work with a dream client

The key is to be upfront about it.

Say: "I'm offering a limited number of discounted projects in exchange for a detailed testimonial and case study. Interested?"

Don't do free work hoping they remember to give you a testimonial, make it part of the deal from day one.

Google Reviews vs Website Testimonials

Which Should You Prioritize?

Both, but they serve different purposes.

Google Reviews:

Best for local businesses, helps with SEO, quantity matters, people search for you there

Website Testimonials:

Best for detailed stories, emotional transformation, quality over quantity

Strategy: Ask for the detailed website testimonial first. A week later, follow up and ask if they'd mind leaving a quick Google review too.

Don't ask for both at once, it's overwhelming.

Where to use them

Beyond Your Website

Don't let testimonials sit on your testimonials page collecting dust.

Use them everywhere:

-  Read relevant ones during discovery calls
-  Include them in proposals
-  Rotate favorites in your email signature
-  Turn them into Instagram+LinkedIn posts
-  Sprinkle throughout sales pages
-  Include in follow-up emails when prospects go quiet

**You earned this social proof.
Put it to work.**

Try this today and attract new clients

You can't collect great testimonials without doing great work and delivering results.

- ✓ Do excellent work
- ✓ Make them happy
- ✓ Document wins
- ✓ Ask at the right time

**When potential clients see
themselves in your testimonials,
they trust you can help them too.**

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