



4-Part Testimonial Formula

Use this 4-part formula to get more testimonials, more easily. I recommend using this over the phone on a conference line that allows you to record the call (with the permission of your client, of course). You'll get a far more passionate referral from this kind of conversation than if you asked them to write a testimonial. You can then get it transcribed and let them review it prior to publishing.

1. Ask the client to introduce themselves (and their company is applicable). [This sets the stage and give credibility and relevance to the testimonial.]

2. Explain the challenge you faced. What was life like when that problem loomed over your head? Did you find it difficult to find a solution?

3. Describe the solution you found. How did you get relief?

4. What is life like now? Now that your problem is solved or you achieved the result you want, how is life different and better?
