# Testimonial Request Template

Hi *[insert client’s name]*,

I trust that you had a great weekend and have started the week running. *[edit this part to suit your needs]*

When you started your coaching program, I mentioned that I’d request for a testimonial when you complete the program. You’ve made amazing progress and I’d love to have your testimonial as we wind up your program.

Please answer the following questions as best and openly as you can. It would also help if you added your photo, your credentials and a link to your business website and/ a link to your social media page.

You can answer the questions in the body of this email and send it back to me.

1. What was going on in your life before working with me?
2. What made you sign up for coaching?
3. What hesitations did you have about working with me (before you signed up for coaching/hired me)?
4. What results have you achieved since we started working together?
5. What did you like best about working with me?
6. How else have you benefited from our work together?
7. Would you recommend me and my services? If so, why and to whom?
8. Is there anything you would have liked to see done differently? If so, what? (areas where I can improve)
9. What’s the most important thing people should know about working with me?
10. Is there anything else you’d like to add?
11. Your photo, credentials, website/blog, or Facebook page address.

I’ll put the testimonial together and send it back to you for an OK. This information will be used in our marketing and on the Biashara 360 blog. *[Change this ending to suit your business]*

Thank you in advance and have a great day/afternoon.

Regards,

*[Insert your email signature]*

*NOTE: This template is for a coaching business, but it can work with consulting, training and mentorship businesses. Replace references to coaching with your business type.*