

How to Ask for a Testimonial [+Email Template]



There's an old saying:

"If you want a friend for life, ask for a favor."

There's something about that shared experience of asking for and being granted a favor that brings people together. Asking a customer to do a video testimonial for you is no different.

Still, some people can be a little shy about approaching their customers. You are asking for a favor, after all, and there's the ever-present fear of rejection.

But, the benefits of receiving a good customer video testimonial far outweigh the risk. So, here's an email template that you can use to get started. It lays out the case for participating in the testimonial process, and hits all the right message points for assuring your customer that his or her involvement will be both effortless and enjoyable.

Customize it to your heart's content, and then send it off to the satisfied customers on your list. **You'll never know, until you ask.**

Testimonial Request Email Template



Dear [CUSTOMER NAME],

Thank you for being a valued customer. Your continued business is important to our success.

With that in mind, I was wondering if you would be open to providing us with a testimonial.

Testimonials help assure prospective customers that our company, products and services perform as advertised in helping customers [TWO OR THREE THINGS YOUR COMPANY HELPS CUSTOMER ACHIEVE.]

By providing us with a testimonial, you're helping to ensure the continued success of our company. Adding new customers means more opportunity for us to improve products and services for our existing customer, like you. It's a win-win proposition.

Here at [YOUR COMPANY NAME], we produce video testimonials rather than written testimonials, because video testimonials are preferred by our customers, they are more effective at telling our customers' stories, and they are easier to produce.

We work with an agency that makes the video testimonial production process easy and fun for our customers. Once you give me the go-ahead, they will:

- Schedule a convenient time for them to visit you at your offices. (No need for you to travel.)
- Provide a professional director to help coach you through the telling of your story.
- Produce a final video that focuses on you, our customer, and what you've been able to achieve by working with us.

Our agency specializes in making our customers look good and enjoy the experience. (You might be surprised at how much fun you have.)

So, what do you say? Can I count on you to help with this important project?

Let me know, and I'll get the ball rolling. In the meantime, if you have any questions, please let me know.

Sincerely,
[YOUR NAME]