



# NINE GREAT QUESTIONS to get TARGETED TESTIMONIALS

## 9 Great Questions to Get Targeted Testimonials

A great testimonial is a valuable tool for building credibility. Unfortunately, most testimonials are either too convoluted and wordy, or broad, overly enthusiastic and worthless. Vague blurbs like “they were great to work with!” could be about anyone and don’t hold any weight with your prospective customers.

A targeted testimonial, on the other hand, quickly helps to allay a fear, overcome a hesitation, or communicate a benefit of working with you.

**Here are 9 great questions to get targeted, meaningful testimonials:**

1. What factors made you choose my business to assist you with <outcome desired by your client>?
2. What would have prevented you from working with me?
3. How have any of your perceptions changed since you hired me?
4. What one thing do you like about working with me?
5. Did you expect it would work as well as it did?
6. How has your life changed <or things changed> since you began working with me?
7. If you were to recommend me to a colleague, friend, or business associate, how would you describe the way I helped you achieve a certain result?
8. Is there anything else you'd like to add that I haven't yet asked about?
9. Can I share this information in our marketing materials?



## **Now you need to start gathering these targeted testimonials.**

Here's a quick way to get your testimonials created:

- Choose the customer from whom you want a testimonial
- Contact them and set up a time to have an interview
- Use Skype and if possible, set up a video call.
- Ask them if you can record the call. (Never record without asking.)
- Ask them the questions during the call
- Transcribe the recording
- Choose the most succinct elements to make a really powerful testimonial
- Make sure the customer approves what you have written

Want more tips on how to tell your story, powerfully and authentically? [Contact Crossbow Studio](#) when you are ready to really move people with your video message.