

TESTIMONIAL QUESTIONNAIRE

Dear _____,

Thank you for agreeing to provide a testimonial for my business. I appreciate your willingness to share your experience with others and value your feedback. If you will answer the few simple questions below, I will use your feedback to craft a testimonial for your review and approval. I will be using your testimonial on my website and in my marketing materials, so please provide a low resolution headshot (JPEG file, please). If you would like to provide me with a brief (50 words or less) description of your business or personal hobbies/interests, I will include that information with your testimonial!

Most gratefully,

Questionnaire:

1. What challenge/situation prompted you to contact me (name of your business)?
2. What concerns did you have regarding finding a solution (time/money/convenience/other)?
3. What factors prompted you to choose (name of your business) over a competitor?
4. What part of the process of working with us did you find most helpful / did you enjoy most?
5. How were your concerns/questions addressed throughout the process?
6. How has having (insert description of solution here), benefitted you?
7. What else would you like us/others to know about your experience?