WRITTEN TESTIMONIAL REQUEST

Subject Line: Request to Feature You!

Hi {Name of Client}

I hope all is going well for you, and you are enjoying the start of the holiday season!

{Your Business Name} loved supporting you with your {Product or Service} and we’d love to follow up on how your {Product or Service works for you. We greatly value your feedback, and if you are pleased with our business, we’d love to feature your Testimonial in our marketing materials from time to time and on our website.

Write 3 to 5 sentences or submit a short video about your work with us, along with your headshot, preferred name, and website is all we’d need. We wouldn’t be able to do the work we love without incredible clients like you, so THANK YOU for considering this!

Warm Regards,

{Your Name}

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VIDEO TESTIMONIAL REQUEST

Subject Line: We’d Love to Feature Your Client Testimonial!

Hey {Name of Client},

{Your Business Name} loves supporting you with your {product or service} and is so excited to watch your continued success! We love highlighting our clients’ wins on our website and during our launches, and we wanted to know if you’d allow us to feature you :)

All we need is a quick video (filmed in landscape mode) about your results after using your {product or service}. We’d specifically like to hear: Where you were with your concern before contacting us; What you’ve found to be most helpful about your {product or service}; and Any specific results you can share. You can also share milestones you’ve reached using your {product or service}.

If this sounds like something you’d be willing to do, we would love for you to provide a short video testimonial (no more than 2-3 minutes, filmed in landscape mode) and include a headshot, your full name, your business name and website. Of course, use your elevator pitch in your testimonial and feel free to share your website so that people who see your video can look you up and learn more about your work!

Is this something you can get to me by 6 pm Central on Friday, \_\_\_\_\_?

Thanks for considering this, {Name of Client}!

Warmest,

{Your Name}

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WRITTEN OR VIDEO TESTIMONIAL REQUEST

Subject Line: May we feature you, \*First Name\*?

Hey {Name of Client},

I hope all is going well for you and your business!

I wanted to reach out and thank you for supporting {Your Business Name}.

{Your Business Name or Individual} genuinely enjoyed working with and supporting you with your concern! We often share client success stories on our website and in our marketing materials, and we’d love to feature you! If this is something you can do for us, we ask that you provide a short paragraph (3-5 sentences) or video (3 minutes max) about how your experience working with {Your Business Name, Product or Service} has positively impacted your and life!

As you think about what to share, specifics are especially inspirational (for example, concerns solved, applicable stories, numbers, or percentages). Please remember that no win is too big or small to share :-)

If you’d like to be featured, please also send us a headshot, your full name, your business name and website (don’t forget to say your name and website in the video so people can learn about your work!). Would you be able to send this to me by {Date - One week from today}?

Thanks so much for considering this, {Name of Client}

Warmest,

{Your Name}

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