

HOW TO BUILD TRUST ON YOUR WEBSITE

A Guide to Getting Better Testimonials

the
design
wonder

THE BEFORE + THE AFTER + THE RESULTS

Social proof and testimonials can be a powerful tool to connect with your target audience, but it needs to show a transformation. Prompt transformation testimonials by asking specific questions.

Here is an example email with questions you could ask clients to guide them for the before, after, and the result. You will need to customize depending on your type of business or product.

Hi there {clients first name},

It would be greatly helpful if could provide a few words about your experience with {your company name}.

- Describe how you felt or the challenges you were facing **before** working with me.
 - What was it like working with me? Do you have any specific thoughts on the process?
 - How did you feel **after** working with me?
 - Have you noticed a change or improvement in {something that ties to what you provided your client with}?
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Please let me know if it is okay for your feedback to be shared on my website and social media. Any feedback you have is greatly appreciated.

Thank you!
{Your name}

WAYS TO ASK

Emailing your clients/customers or directing them to a form on your website would be the best ways to collect testimonials. This way you will have their review and their consent for use in writing.

REQUESTING VISUALS

Certain types of businesses would also greatly benefit from requesting photos or visuals to go with the testimonial.

- Be clear that the image may be used on your website or social media materials and that by sending the photo they are granting permission for it to be used.
- It is also important that any images that are supplied are high quality.
- If they supply any images that were taken by a professional photographer, the photographer may require you to list them for photo credit. It is up to your client to provide this information with the photo.

◆ HOW I CAN HELP ◆

Let's make collecting reviews as easy for you and your clients as possible!

Work with me to add this as a feature directly on your website.