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## *Testimonial Script Swipe File*

### **Testimonial Request Email Script**

#### **Subject Line:**

Quick Favor? ✨

#### **Body:**

**Hi [Customer's Name],**

Working with you has been an absolute dream!! If I could clone you, I totally would (and let's be real, the world could use more awesome people like you!).

Today, I actually have a little favor to ask. Would you be willing to share a quick testimonial about your experience? It can be super simple, just a few sentences about how [specific service/product] made a difference for you.

To make it easy, here's a quick prompt:

*Before working with [me/product], I was [state the problem]. But after [service/product], I [specific result or benefit].*

Your feedback would mean the world to me and it will help others who are on the fence feel confident in taking the leap. Plus, it'll totally make my day! 🎉

You can hit "reply" to this email, or if you're more of a form person, here's a quick link: [Insert Link].

Thank you so much for being amazing and for helping me spread the word!

Warmly,  
[Your Name]

[Your Title/Business Name]  
[Optional: Contact Info or Social Links]

## **Testimonial Short Form Script**

Name:

Email:

Headshot/Photo:

*Before working with [me/product], I was [state the problem]. But after [service/product], I [specific result or benefit]:*

[Submit]

## **Testimonial Long Form Script - Or you can give them a “Mad-Lib Style” Template to fill out!**

### **The Perfect Testimonial Template**

*(Adapted from Brian Tracy)*

Hi, my name is [Your Name], and I'm from [City, State]. I've been [your profession/industry] for [number of years].

Before working with [Business Name], I struggled with [personal weakness, challenge, or pain—e.g., "managing my time," "getting clients," or "balancing work and family"]. This led to [describe the impact—e.g., "wasting time," "losing money," "working too much," or "missing out on time with my family"].

After investing in [Business Name's program/service], everything changed. I discovered [major insight or skill learned—e.g., "how to market myself effectively" or "systems that made my business more efficient"].

Since then, [describe the positive results—e.g., "I'm making \$5,000 more each month," "I work 10 fewer hours per week," or "I finally feel confident as a business owner"]. Here's proof: [specific evidence—e.g., "a screenshot of my latest sales," "a client success story," or "a photo of the vacation I finally had time to take"].

[Business Name's] guidance has completely transformed my [income, business, free time, health, or family life]. [Example: "I've tripled my revenue in 90 days and now have more time for what matters most."]

Even my [spouse/kids/friends/peers] have noticed the difference! [Example: "My kids love that I'm around more, and my partner appreciates that I'm less stressed."]

Thank you, [Business Name], for [big benefit—e.g., "helping me grow my business while reclaiming my time"]. You've shown me that I *can* succeed, even when I didn't think it was possible.

If I can do it, you can too!

[Your Name]