

TESTIMONIALS 101

A Simple Guide to Collecting Testimonials Through Interviews

Presented by:



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Digital Marketing and Sales Strategy for Thought Leaders,
Solopreneurs, and Sales Professionals

Testimonials 101

A simple process for collecting testimonials through interviews

This short workbook is designed to provide you with a step-by-step process for collecting testimonials from your network. You can follow along with these steps with a free 5-day email course available at testimonials101.com.

Day 1: Collect all your existing testimonials.

1. Set a Goal - "I will collect _____ testimonials over the next 30 days."

Write it down. Written goals have a 42% higher chance of being achieved.

2. Make a home for your testimonial collection.

Where will you store all of your testimonials? Write down their location here.

3. Collect all your existing testimonials, and send them home.

Day 2: Testimonial Interview Script

1. Tell me your elevator pitch, so I can attribute your testimonial correctly.
2. How do you remember the two of us starting to do business together?
3. What was the reason you chose to work with me?
4. Was price the most important factor in your decision, or was it something else?
5. Tell me about the experience of working with me.
6. If someone called you and asked if they should do business with me, what would you tell them?

You can write different questions here, if you'd like to modify your script.

Day 4: Talk With Your Biggest Advocate

Who will support you no matter what, and knows your work or your character?

Day 5: Schedule Calls With Your Network

Write down your appointments in your planner, your calendar, or here.

About The Author



Caelan Huntress is an American expat living in New Zealand, and has spent ten years running an online business while traveling the world with his young family. Caelan is a website designer, copywriter, and sales strategist who specializes in creating sales funnels and online courses for bestselling authors, business coaches, and professional public speakers.

See what people think of him at stellarplatforms.com/testimonials

Share the 5-Day Testimonial Collection Challenge

