

FREE

# Client Testimonial Template



pink elephant media



## Your information:

Name:

Title/Position:

Company/Organization:

Industry:

## Before Our Service/Product:

**What challenges were you facing in your business or project?**

[Describe the specific problems or needs you had before using our service/product.]

**How did these challenges impact your operations or goals?**

[Explain the consequences or difficulties caused by these challenges.]



## Choosing Our Solution:

**What led you to choose our service/product as your solution?**

[Mention any key factors or features that influenced your decision.]

**Were there any hesitations or concerns you had before deciding? How were they addressed?**

[Discuss any initial doubts and how they were resolved.]



## Your Results:

**How has our service/product helped address your challenges?**

[Detail the improvements or solutions provided by our service/product.]

**Can you share any specific successes or outcomes since using our service/product?**

[Provide concrete examples or results achieved.]



## Working With Us:

**What was your experience like working with our team?**

[Describe your interactions and any support received during the process.]

**Were there any aspects of our service/product that exceeded your expectations?**

[Highlight any positive surprises or standout experiences.]



## Your Recommendation:

**Would you recommend our service/product to others? Why or why not?**

[Offer your overall opinion and endorsement (if applicable).]

**What would you tell someone who is considering our service/product?**

[Provide advice or recommendations for potential users.]



## Additional Comments:

**Is there anything else you'd like to add about your experience with us?**

[Use this space for any further thoughts or comments.]



**Distribute the Template:** Provide this template to your clients after you've completed a project or service, or after they have had sufficient time to experience your product.

**Encourage Honesty:** Let them know that honest and detailed feedback is invaluable to you, ensuring they feel comfortable sharing their true experiences.

**Follow-Up:** Consider a follow-up after sending the template to address any questions and to express your gratitude for their time and feedback.

**Use Responsibly:** Always ask for permission before publicly sharing any testimonials you receive, respecting your clients' privacy and preferences.

This structured approach helps capture comprehensive and nuanced testimonials, providing future clients with a clear and compelling view of the benefits and experiences associated with your offerings.