Client Testimonial Requests Letter/Email

Subject: Care to share your thoughts?

Hi [*client’s first name*],

It’s been such a pleasure working with you over the past [*number*] months! I’ve truly enjoyed watching your business thrive as your knowledge, skills and confidence grow. I can’t wait to see where you take this!

As you know, it can be difficult to choose a new coach/consultant. How can you know who to trust? Or who might be a good fit for your business?

Those are very likely some of the questions you asked as you were thinking about hiring me, and I wonder if you could help answer them for others.

Would you please take a few minutes to write a testimonial for my services? Ideally, a testimonial should include answers to the following:

* What might have prevented you from hiring a coach/consultant?
* What you were struggling with before you hired me?
* What specific results have you experienced as a result of our relationship?
* What features have you liked most about our working together?
* What would you say to others who were thinking of hiring me?
* What’s next on your agenda as we work together?

Please include your name and headshot. Please include any other comments you want to add.

If it is easier for you, I can interview you and we can record your interview. Please let me know if you would like to do this.

You can see some of my other testimonials here: [*URL*]

Thank you in advance for your help, and I look forward to our continued work!

Warmly,

[*your name*]