Testimonial request scripts

Six messages to copy, five questions to ask and a permission line. Swap the [brackets] for your details.

Client

Project

Link to your testimonial form

Before you send anything

- Ask soon after a win: the handover, a launch, a result, or the moment they thank you.
- Ask one person at a time, by name. Mention the project.
- Send a link to a short form, not a blank page. Five questions beat "could you write something?"
- Let them choose how you credit them, and ask before you publish anywhere new.
- Follow up once. Then let it go.

Six messages to copy

1. When a client says something nice

Reply in the same chat or email, the same day.

Thank you, that made my day! Would you mind if I shared what you just said on my website? Here's a short form where you can tweak the wording and tell me how you'd like me to credit you: [link]

2. The project wrap-up email

Send it within a week of handing over the work.

Subject: A quick favour, [first name]?

Hi [first name],

Thanks again for trusting me with [project]. Seeing [result] go live was a highlight of my month.

Would you share a few words about working together? It's five short questions: [link]

You choose how I credit you, from your full name and company to no name at all. I'll send you a link once it's up.

No pressure if this is a busy week.

[Your name]

3. The short email for a regular client

For people you've worked with more than once.

Subject: Five quick questions?

Hi [first name], we've done [number] projects together now, and I'd love to put your words on my website. Five quick questions here: [link]. Thank you! [Your name]

4. The text message

Only for clients who already text with you.

Hi [first name], it's [your name]. So glad [project] went well! Could you answer five quick questions for a testimonial? It takes a few minutes: [link]

5. The LinkedIn message

Good for B2B clients who live on LinkedIn.

Hi [first name], thanks again for [project]. I'm collecting a few client stories for my website. Would you answer five short questions? [link] If you'd rather write a LinkedIn recommendation, that would be lovely too.

6. The one follow-up

About a week later, in the same thread. Then stop.

Subject: Re: A quick favour, [first name]?

Hi [first name], just floating this back up in case it got buried. If you have a few minutes this week, here's the link: [link]

If now's not a good time, no worries at all. Thanks again for a great project.

Five testimonial questions for clients

Put these in your form. Short, open questions get quotes you can use without a rewrite.

Question	What it gets you
What was going on before we started working together?	The before: the problem in their words
What did we work on?	Context, so a stranger understands the quote
What changed afterwards? A number helps, if you have one.	The after: a result people can picture
What would you tell someone thinking about working with us?	The quote itself, aimed at your next client
What could we have done better?	Feedback for you, not for publishing

The permission line

Add this as the last question, with three choices: "How may we publish this?"

Their choice	What you publish
With my name and company	Full name, job title and company under the quote
First name and company only	For example: Sam, Example Studio
No name	Credit a role instead, for example: Owner of a design studio

Want to use the quote somewhere new later, like an ad or a printed brochure? Ask again. It takes one message and keeps the trust you just earned.

Before you publish

- Trim for length, but keep their meaning. If you use quotation marks, use their words.
- Send the edited quote back to them for a thumbs up.
- Keep the form response (or a PDF of it) as your record of what they agreed to.
- If you gave them a discount, a freebie or another perk, say so next to the quote.
- Never offer a reward for a positive review only.

Check your local rules (this is not legal advice)

• US: the FTC's Endorsement Guides say endorsements "must reflect the honest opinions, findings, beliefs, or experience of the endorser", and that an endorsement may not be "presented out of context or reworded so as to distort" what the person meant. 16 CFR 255.1: https://www.ecfr.gov/current/title-16/part-255

• US: a perk like a discount or a free product can be a "material connection" to disclose. 16 CFR 255.5, same link.

• US: for reviews posted on review sites and platforms, the FTC's consumer reviews rule bars incentives "conditioned expressly or by implication on" a review with a particular sentiment. 16 CFR 465.4: https://www.ecfr.gov/current/title-16/part-465

• Rules differ by country and state. Check what applies to you, or ask a qualified adviser.