



**Kirsty** Spraggon

**Testimonial  
Request  
Letter**



## Testimonial Request Letter

Below are some examples of what might go in to a testimonial request letter. I have found in the past it is always best to slightly tweak other peoples examples to make them my own. So take the examples below and make them your own and add your voice to them. You may even like to combine parts of both and make it relative to your industry.

In my book I go into further details as to how we can use testimonials in our marketing and the benefits of customer surveys (you will find a sample survey in the resource section of my website).

Example 1:

Date

Client Name

Address

Dear Customer,

Thank you for your business. Happy clients are vital to the success of my business as are repeat business and referrals. I would appreciate it if you could spare just a few moments to write a testimonial on the services that we provided and your experience throughout the campaign including what you liked most about us.

To help you with this request, the following questions may prompt some thoughts for you:

- What would you say is unique about me, my services or my way of doing business?
- In what way did I add value to the service for which I was engaged?
- In what ways did I make it easy for you to do business with me?
- Would you recommend me to others?
- Should the opportunity arise, would you use my services again?

I am also using this as a means of evaluating my customer satisfaction levels and would value any other comments you may wish to add, either as a part of your referral letter or separately to me personally.

Please call me should you have any questions or concerns about my request.

I sincerely appreciate your help and look forward to our relationship continuing well into the future.

Kindest Regards



Example 2:

Date

Client Name

Address

Dear Customer,

I'd really like your help with something.

At the moment I'm collating the testimonials we have on file and putting them into a "Client Success Stories" document.

I noticed that we don't seem to have any written feedback from you. Since you're one of my top clients I'd really appreciate it if you could spend a few moments commenting on the service you have received and the type of results you've achieved under my guidance.

All you need to do is just write down your comments on the attached form, sign it and send it back to me. Both good and bad feedback is warmly welcomed.

(insert clients name), as a way of saying "thank you in advance" I have attached two movie tickets so you can enjoy the latest blockbuster on me ... with a little R&R away from the kids. I hope you enjoy the movie.

If there's an issue that you would like to talk to me about personally, please don't hesitate to call me on (insert your contact phone number).

I look forward to receiving your comments.

Kindest Regards