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Testimonial Templates

First things first, you'll want to check out my blog post on [How To Get Perfect Client Testimonials](#).

This will give you a clear indication of what you need to **ask for** in a client's testimonial and why.

The client needs to cover five main points...

1. Who is the client and what do they do?
2. What was their situation before working with you?
3. Why were they cautious of working with you initially?
4. What specific results have they achieved from working with you?
5. What has it been like working with you?

Here are some examples of testimonials you can pre-write for your client...

Web Design & Marketing

Hello, my name is Walter and I run Walter's Pizzeria here in London, UK.

Before I met Mike I was struggling to get any customers through the door, unfortunately rent in London is expensive so I can't afford to run my restaurant on the busiest of streets. The footfall was non-existent and so was my income.

Initially I was a bit hesitant to work with Mike as I constantly get bombarded with sales calls, trying to sell me this-and-that all day long, *however*, Mike was very clear in what he was offering and took his time to explain how a website & marketing strategy could benefit my business. Not only that, he seemed to show care for my Pizza too.

I can't explain how much Mike has transformed my business, after 6 months of working with him I no longer have fears about closing my business as I regularly pull in X amount per month. I've even considered expanding to alternative locations around London.

If you're considering working with Mike then I would highly recommend his services. He's always available for a chat and is easy to talk to.

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Copywriting

Hey, my name is Walter and I design online courses for people looking to get on top of their finances.

Before I met Mike I was finding it difficult to convert any sales on my website. I knew exactly what I wanted to say but couldn't seem to put it into words. This was highly frustrating considering the amount I'd put in creating these courses.

I was open to hiring a copywriter however I was still a bit cautious about doing so, that's when I found Mike, he quickly put all of my concerns to rest after not only showing me that he could write professionally, but also explaining *why* he was writing things a certain way too.

After some trial runs with a couple of landing pages, we quickly found the website copy that was working best. My conversion rate went from X% to X% thanks to Mike. I even made X amount from my courses in the first month alone!

I would highly recommend hiring Mike for his copywriting services, even if you've already got a fairly high conversion rate, I'm more than confident that he could improve on it!

Business Coaching

Hi, my name is Walter and I own a local gym in Manchester, England.

Before I met Mike my gym was struggling to keep its doors open, as the income was very seasonal. Of course you get the big rush of people in January when everyone's got their New Year's resolutions but by March most of them have given up. This couldn't go on much longer. I tried everything from running Facebook ads, radio adverts and even dropped my prices.

After a bit of Google-ing I stumbled across Mike's website, and everything on there seemed to ring true to me and my business, so I gave him a call. He was really easy to speak to and was very considerate of my situation, he explaining how he works and what he can do for me, everything sounded great... apart from the price. I'm not a wealthy man and I was unaware of how much a Business Coach would cost until he told me over the phone, at first it seemed like a deal-killer but after some convincing I made the jump – after all, he was my last hope.

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Wow am I glad that I took a chance on Mike, there was no messing about with him. He told me exactly what we needed to do without hesitation (or beating around the bush). After implementing Mike's strategies we saw customer numbers increase not just during the quiet periods but in January too!

Working with Mike this past year has taken a weight off my shoulders, I've now been able to free myself from work a bit and see my family more, in fact we're about to head off on holiday for the first time in 3 years!

If you're struggling to get customers through the door (or just fancy a holiday in Portugal) then give Mike a call, you won't regret it!

Photographer

Hello, my name is Walter Michaels from Swansea, Wales.

A couple of months ago me and my then fiancé were tearing our hair out, as the photographer we'd booked for our wedding had somehow double booked us with another couple. As you could imagine we weren't best pleased!

We both headed to Facebook and asked our friends for recommendations for a photographer, and to our luck someone had put us in touch with Mike. Initially we were a bit hesitant as Mike's fees were higher than our previous photographer, but at the same time it's not like we had much choice this late in the day!

In hindsight, Mike could have easily charged us double... as his photos were amazing! We had the best day ever and even better photographs to remember it by. Everything from the moments, angles, lighting & editing was spot on. I've seen some awful wedding photos before and I'm so glad that wasn't the case for ours.

If you're getting married and looking for a new photographer, I would recommend getting in touch with Mike before he's fully booked up! He's told me he also does photography for businesses too if you're interested.

Conclusion

As you can see from the above examples, there's a clear pattern as to how the testimonial should be formatted. Not only will it resonate with your potential

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client's current situation, it will resonate with their concerns too. Concerns over things like the pricing of your services can be eradicated with a great testimonial.

My biggest recommendation when getting a testimonial from a client is to ask for a video, as opposed to text. Note that it will be much easier to ask for a video if you also tell them that you can give them a script to go by.

If they're against doing a video, then just settle for text, it's a fine alternative.

Did you use any of the templates?

Let us know how it went in [The Entrepreneur Group on Facebook!](#)

