[Company name]

How to use this document: delete this paragraph before saving, sharing, or circulating it. Every part shown in blue is yours to replace: type your own details over each blue [field] until no blue remains. Add or remove table rows to fit your needs. Then select all (Ctrl+A) and set the font colour to the same dark colour throughout. What is left is your finished document.

Testimonial Request Form

Send to happy customers. Make it easy - most people will help if you do the heavy lifting.

Customer details

Name	[Customer name]
Company	[Company]
Email	[Email]
Product / service used	[Details]

Guiding questions (they can answer any or all)

1. What problem were you trying to solve?
2. What made you choose us over alternatives?
3. What specific result have you seen?
4. What would you tell someone considering us?

Draft for approval (optional)

If the customer is busy, draft a testimonial from their feedback and ask them to approve or edit it:

"[Draft testimonial here - keep it in their voice, use their numbers.]"

Permission

May we publish this testimonial with your [name / name and company / name, company and photo]? [Yes - tick all that apply]

Where we may use it: [website / social media / proposals / all of the above].

Sign-off

Customer name	Customer signature	Date