



how to gather testimonials

podcast episode 14 tip sheet

When it comes to gathering testimonials, they can be MAGIC for your business. Inviting your past clients to share their experience working with you 1-on-1 or as part of your program or course is a beautiful way for them to praise your work... in their own words.

It's important to know how to gather testimonials safely so you don't have miscommunication with your clients that can end up costing you – in dollars or in heartache.

Did you know that testimonials support your business in 2 big ways?

1. They're powerful evidence and social proof of the value you, your programs, products or services offer as a biz owner.
2. They're also are a great reflection to you that you and the work you are doing actually is helping people.

3 Tips for Gathering Testimonials Safely:

1. Get clear about what kind of testimonial you want.

Here are some sample questions to ask the client when gathering a testimonial

- How did you feel before working together?
- What goals did you hope to achieve through the program or service?
- What results did you learn or gain AFTER working together?
- What was special about working together?

2. Get it in writing.

You want to make sure you are get their exact words when you ask for a testimonial. You DON'T want to take it over the phone. How to get it in writing:

- Use-mail – this is the most common way.
- Do a draft of the testimonial for the client and have them edit and approve it.
- Have participants complete a printed testimonial form – which is ideal if you are with clients in person at an event.
- Send out an online questionnaire or form at the end of an online course.

3. Get explicit permission to use it.

When you get permission from the client, make sure you do these three things:

- Reflect back the exact words they have submitted to you as a testimonial.
- Tell them exactly the places where you're going to use it.
- Confirm that you can use their name, title, website, photo – whatever you are sharing about their identity.

In the ENERGETIC realm, I align testimonials with the **heart chakra** because they build trust with your clients and potential clients. AND they also support your root chakra because you're getting consent from your client to use their testimonial in a way that feels safe both to you and to them.



Testimonials are a beautiful way to honor your clients and to let them honor you. They are such a gift to both of you. Testimonials are a win-win. They truly need to be handled with care and love and respect.



**Have you been gathering testimonials for your business?
Have you been clear about what you want for your testimonials?
Have you been getting them in writing
– and getting permission by e-mail
or using a Testimonial Release form?**

**Learn more about a Testimonial Release at
lisafraley.com/diytestimonialrelease**



Have questions about testimonials or want to share other topics you'd love to see featured on this podcast, feel free to reach out to us at clientlove@lisafraley.com. We'd love to hear about it.

Thanks for being part of the Legal Love tribe. Here's to getting legally enlightened!

With Legal Love™,

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From sharing international stages with thought leaders like Kris Carr and Gabrielle Bernstein to being featured on hundreds of podcasts, webinars, radio shows and bonus calls, Lisa has made it her mission to help every single small business owner understand that the law can be accessible, empowering, loving, and even spiritual. When she's not saving the world (with Legal Love) one contract at a time, she's posting free legal tips and connecting with her tribe at lisafraley.com.