



Testimonial Email Templates

Asking for testimonials can feel awkward so I've created 2 take & tweak templates for you! Take these and use them as is or make changes to them as you see fit.

Email #1

Hi **{insert name}**!

I hope married life is going well for you! I absolutely loved working with you and **{name of partner}**. If I could work with couples like you all the time, I'd be in heaven! I'd love to get your feedback on the following questions so I can attract more awesome couples just like you and **{name of partner}** so if you could take a few moments to answer them, I'd really appreciate it. It'll be quick and painless - I promise :)

1. How did you find me?
2. What hesitations did you have about working with me?
3. What made you choose to work with me instead of another **{insert your profession}**
4. What did you like best about working with me?
5. Would you recommend my services? If so, why and to whom?
6. Is there anything you would have like to see me do differently? If so, what? **(Note: This question is more for your own business growth and you don't have to include the answer to it in the testimonial.)**
7. What is the most important thing people should know about working with me?
8. Is there anything else you'd like to add?

Thank you so much!
{your name}



Email #2 - Send after they respond to #1

Hi {insert name},

Thank you SO much for sending me your answers to those questions. I've put them together into a paragraph format and wanted to get your approval to use it as a testimonial on my website.

{insert testimonial}

Let me know if this looks good to you or if there is anything you'd like to change. Could you also send over a photo of you and {insert partner's name} to add to it? **(Note: Only ask this question if you do not have a photo. If you are a photographer, do not ask this question. You have lots of photos to choose from already!)**

Thanks!
{your name}