

The 10 Questions to Ask for Powerful Client Testimonials

- 1. What were things like before we started working together?**
Looking for: a vivid description of the before picture.
- 2. What made you begin your search for a professional/firm?**
Looking for: what triggered them to look for help.
- 3. How did you find us?**
Looking for: a description of their search process.
- 4. What were the obstacles in deciding to work with us?**
Looking for: their big concerns before making a purchase.
- 5. What made you choose us?**
Looking for: what stood out about your firm.
- 6. What are things like now that we're working together?**
Looking for: how things have changed after working with you.
- 7. What are three benefits of working with us?**
Looking for: a list of benefits the client has experienced.
- 8. What was your favorite part of working together?**
Looking for: highlights from the customer experience.
- 9. Would you recommend that others work with us, and if so, why?**
Looking for: why they'd recommend you.
- 10. Is there anything else that you think is important to mention?**
Looking for: insightful, off-script reflection.

