



When you've finished a job for a client and you know they are happy, that is the time to send a solicitation letter for a testimonial. I highly recommend sending along a SASE and two copies of your letter so your client doesn't have to make a copy of the letter. Remember, they are doing you a favor. Make it easy for them.

I've also had clients ask me to write the letter for them. Try to sound honest, use their voice if you've spoken with them enough to have a feel for it, and send it to them for their approval and signature. But make certain the testimonial has some energy or it will be worthless.

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Ms. Susan Arnold  
Right Line Marketing  
Wherever, USA

Dear Susan,

I need a favor from you.

I gather from our conversations that you are pleased with the project I did for you. Would you be willing to take a few minutes and write a short testimonial for me? I would like to post it on my website, with your permission, and possibly use it in some of my promotional literature.

You can simply write your comments on the back of one of the letters, put it in the envelope, and send it off to me. The other letter is for your records.

If you have any other comments or suggestions, I would certainly welcome them.

Thank you for the testimonial.

Regards,

(Your signature)

You have my permission to quote from my comments, and use these quotations in ads, brochures, mail, on your website, and any other promotions used to market your services.

Signature \_\_\_\_\_ Date \_\_\_\_\_