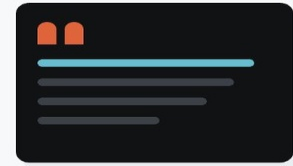
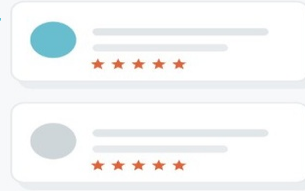


Testimonials + Social Proof Toolkit

A practical system for asking happy clients for better testimonials — and turning their real words into proof you can use across your marketing.



Why this exists

Most businesses have done work they are proud of and have almost nothing to show for it. Not because clients were unhappy, but because nobody asked while it was still fresh, and the one time somebody did ask, the question was “could you write us a review?” — which is a request for homework, not a story.

WHAT PROOF ACTUALLY DOES

It removes risk. A stranger reading your website is quietly asking “will this work for someone like me?” Your own claims cannot answer that. Another customer’s can.

HOW WE USE IT AT BAP

We collect client stories with these same prompts, then pull the strongest moments into websites, social posts, landing pages, emails and ads. One conversation, many places.

WHAT MAKES PROOF STRONG

Context. The best testimonials say what things were like before, what changed, and who else this would suit. “Great to work with” is kind, and it persuades nobody.

What this toolkit gives you

1

A request email

Copy-paste, ready to send to three to five clients. It asks for something specific enough to be easy to answer.

2

Five interview questions

The exact five we ask on camera, in the order that keeps the conversation natural.

3

A usage plan

How to turn one client story into website copy, social posts, email content and ad material.

Ask the right people, at the right moment

Who you ask and when you ask change the answer more than how you word the question.

ASK THREE TO FIVE, NOT THIRTY

A short list of clients you genuinely loved working with will produce better material than a mass request, and a far higher reply rate.

ASK WHILE IT IS STILL FRESH

The best window is just after a result landed. Six months later people remember that they were happy, but not what specifically changed.

ASK FOR SENTENCES, NOT A REVIEW

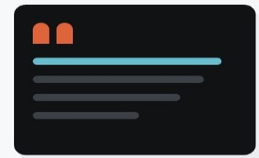
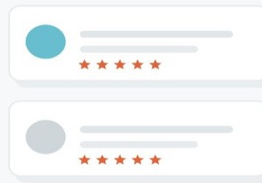
“Two or three sentences” is a favour. “Write us a testimonial” is a task, and tasks get postponed indefinitely.

ON THE NEXT PAGES

Page 2 is the written request, annotated so you can see why each part is worded the way it is. Page 3 explains the five video questions and what each one is really after. Page 4 is the worksheet for capturing a story and the plan for using it in more than one place.

The written request, and why it works

Send this to three to five clients. The notes on the right explain what each part is doing, so you can adapt it without breaking it.



SUBJECT: QUICK FAVOR?

Hi [Client Name],

Working with you has been a highlight for us. We're putting together a few short testimonials and would be honored to include your experience.

If you're open to it, could you share two or three sentences on:

- What things were like before we worked together
- What we did for you
- What things are like now

Simple and honest is perfect — no pressure to make it fancy.

Thank you again for trusting us,
[Your Name]

"QUICK FAVOR?"

A subject line that is honest about the size of the ask. It reads as a person, not a campaign, and it sets the expectation that this will take two minutes.

PRAISE BEFORE THE ASK

You are telling them why they were chosen. That is the difference between being asked for a favour and being added to a list.

THREE PROMPTS, NOT A BLANK PAGE

Before, what we did, and now. The blank page is the reason most requests go unanswered — people do not know how much to write or where to start.

"NO PRESSURE TO MAKE IT FANCY"

Removes the last excuse. It also produces better copy, because unpolished sentences sound like a real customer and polished ones sound like an advert.

BEFORE YOU HIT SEND

- ☐ Swap in their actual first name, and the name of the project or service you did for them.
- ☐ Send it one at a time from a real inbox — a bulk send with merge fields reads exactly like what it is.
- ☐ Say what you intend to use it for, so nobody is surprised to find themselves on your homepage.
- ☐ Diarise one gentle reminder a week out, and only one. A second turns a favour into pressure.

What you are hoping comes back

Both of these are real shapes of reply. The difference is not effort or eloquence — it is whether the client happened to say what changed.

A REPLY YOU CANNOT USE

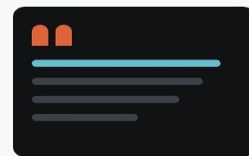
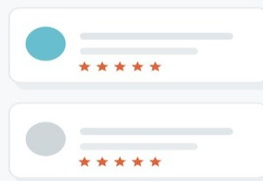
"You guys were great to work with, really professional and easy. Highly recommend!" — Warm, generous, and it persuades nobody, because it could be said about any business on earth. If this is what comes back, reply and ask one follow-up: what did it change for you?

A REPLY YOU CAN

"We were doing everything ourselves and posting maybe twice a month. Now there is a plan we actually follow and we booked four jobs last quarter from Instagram alone." — Before, after, and a number. This goes straight onto a page.

The five questions, and what each is after

These are for a recorded conversation. Ask them in this order — it walks the client through their own story rather than asking them to summarise it.



01

Before

What was life like before working with us?

WHAT THE QUESTION IS AFTER

Establishes the problem, in their words rather than yours. Without this, everything that follows is a result with no baseline — impressive to nobody.

Listen for: the specific frustration, not the general one.

02

Decision

What made you decide to reach out?

WHAT THE QUESTION IS AFTER

Reveals the trigger. This is the most useful answer you will get for marketing, because it tells you the exact moment a buyer starts looking.

Listen for: the event or last straw that started the search.

03

Hesitation

What hesitations did you have, if any?

WHAT THE QUESTION IS AFTER

Surfaces the objection future buyers are also carrying. Hearing a past client name it and move past it does more work than any reassurance you write yourself.

Listen for: price, timing, past bad experience, internal doubt.

04

Change

What changed after working with us?

WHAT THE QUESTION IS AFTER

Captures the result in their own language. This is the sentence that ends up on your homepage, so resist the urge to help them phrase it.

Listen for: a before-and-after they say unprompted.

05

Recommendation

Who would you recommend us to, and why?

WHAT THE QUESTION IS AFTER

Lets the client define your ideal customer for you. It also gives a future reader permission — someone like me already did this.

Listen for: the type of person, not just the compliment.

STAY QUIET AFTER YOU ASK

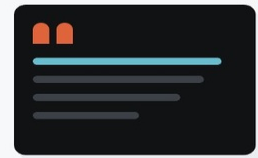
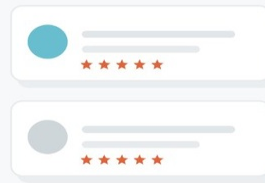
The useful part of the answer almost always comes after the first pause. If you fill the silence you get the polite version and lose the real one.

DO NOT SEND THE QUESTIONS AHEAD

Preparation produces rehearsed answers. Tell them the topics if they are nervous, but keep the actual wording for the conversation.

Capture the story, then use it in more than one place

Fill this in while interviewing a client or while reading a written reply. Pull the strongest words out, then decide where the story goes.



1

Before

What was happening before they worked with you?

2

Why they reached out

What finally made them look for help?

3

Hesitations

What concerns or objections did they name?

4

What changed

The result, in their words — quote it exactly.

5

Who they would recommend

Who is this a fit for, and why?

One story, four places it can work

1

Website

The full quote on your homepage, service page or a short case study. This is where it does the most work, because it lands at the moment of doubt.

2

Social and video

A quote card, a short clip, or the before-and-after told as a post. The same story reaches people who will never visit your site.

3

Proposals and ads

Client language inside creative and follow-up emails. Their words convert better than yours because they carry no sales incentive.

YOUR NEXT MOVE

Pick three to five clients you genuinely loved working with, send the request on page 2 this week, and capture whatever comes back on this worksheet. Before you publish anyone's words, check you have their permission for the way you intend to use them. If you would rather have someone run the interviews and turn them into finished assets, that is work we do. www.bap.digital