

Creating Testimonials, Case Studies, and FAQ Worksheet

Testimonials, Case studies and FAQ are different elements you can use in the follow up series. Use this worksheet to help you create them.

Which type of element do I want to use? Testimonial, Case study or FAQ? Can I use more than one type in my series? Do I have ones I can already use?

How can I get customers to leave testimonials? Do I have a place on my website for them to leave a testimonial? Is it easy for them to use? If not, where else could I get them to leave one? Is there an incentive I can offer to get customers to leave testimonials?

How can I get customers to leave a detailed testimonial? What questions can I ask them to help them give better testimonials?

What information do I need from them? Do I need their full name, website address, geographic location? Do I have a way to collect their photos and have permission to use it?

Do I have case studies to use? If not, how can I get someone to do a case study?

What information should I collect on the case study? Personal information such as their name, where they live?

Did I address their concerns and worries about the product? Did I talk about their condition before using the product? What problems did they encounter? How did they overcome them?

Where can I find questions that my potential customers have about my product? Have I asked them their concerns or questions about my product? Did they give a recommendation?

What questions do my potential customers ask about my product? Am I keeping track of them?

How can I answer these questions truthfully in a way that helps them overcome their objections? What would be the benefit of the product that answers this question?
