

Sample Testimonial Questionnaire

To get the best and most meaningful testimonials from our customers, we need to ask them very specific questions. Use this sample questionnaire and adapt it to your business as needed. Feel free to change, add or delete questions as appropriate to your particular product and situation. For example, the questions about company name, website, etc. may not be relevant to your product.

Just remember; the more detailed and relevant information you get, the better!

NOTE: Please provide as much of this information as you feel comfortable with. All fields are optional and I am grateful for anything you can provide.

Full Name: _____

City / State: _____

Company Name: _____

Website: _____

Job Title: _____

1. Why did you decide to purchase this product?

2. Did you have any concerns or reservations before using it?

3. How long have you been using it for?

4. What results have you achieved?

5. Please provide a photo of yourself. If you have any “before and after” pictures, that would be terrific too.