**Getting Started**

*Your goal is to get at least* ***3 quality testimonials*** *for your Speaker Sheet. In an IDEAL world, these testimonials are from people who have seen you speak, who have a high level of credibility and are stated with short, but powerful words. If you haven’t spoken yet, get testimonials regarding your products / services / professionalism.*

**Quality Testimonials**

1. Consider the source (title/position of the person)
2. Concise & powerful
3. Preferably regarding you as a speaker

**How to Get Testimonials**

* Reach out to someone who has booked you to speak or been in your audience that gave you positive feedback or became a client.
* Email them to see if they would be willing to give you a testimonial that you could use in your marketing
* Ask for permission to use the testimonial in your marketing
* Make it easy – write up a couple of questions for them to answer about you as a speaker
* Send this to 5-7 people and you will probably get 3 back quickly
* Edit their responses to be short, powerful and concise (e.g., think “Siskel and Ebert” with “Two Thumbs Up!”)
* Use the template below as a starting point

**Testimonial Email Template**

Subject Line: Would you mind emailing me a testimonial?

Hi \_\_\_\_\_\_\_\_\_,

I really enjoyed speaking for \_\_\_\_\_\_\_\_\_ (e.g., group, association, organization), and I was wondering if you would be open to writing me a testimonial regarding my speaking that I could use for marketing purposes?

If yes…, here are some easy prompting questions:

1. What 3-4 adjectives would you use to describe me as a speaker?
2. What is your overall impression of how the audience enjoyed my presentation?

Thank you for your time - I really appreciate it!

Your Name