TESTIMONIAL

Request Toolkit



boast

www.boast.io

Introduction

Thanks for downloading the Testimonial Request Toolkit! We're happy to be your in-house testimonial marketing expert, so you can capture praise from raving customers while continuing to do what you do best.

Read on for details about how to use this toolkit and what you'll need to get started. You'll find links to templates you can copy to effectively request and collect testimonials.

Your Toolkit Includes:

1. Questions to Ask for Collecting Business-Boosting Praise

2. Testimonial Collection Form Templates to Boost Conversion Rates

3. Testimonial Request Templates for Making the Ask



Why We Created This Toolkit

We understand how difficult it can be to approach your clients about sharing a testimonial if you don't have a process or the right tools.

We created this toolkit to give you both – so you can effectively ask customers for testimonials and collect quality praise to increase leads and sales, and ultimately grow your business.



TESTIMONIALS MATTER

Regular use of customer testimonials can generate 62% more revenue from every customer, every visit.

- BigCommerce

What You'll Need

1.
The ability to create a web form.

Create a basic form on your website, or use a platform, like **Boast**, that is built to collect, manage, and display testimonials.

2.
The ability to email your customers.

Just your business email address or email marketing platform will work, but a **testimonial platform** will make things easier.

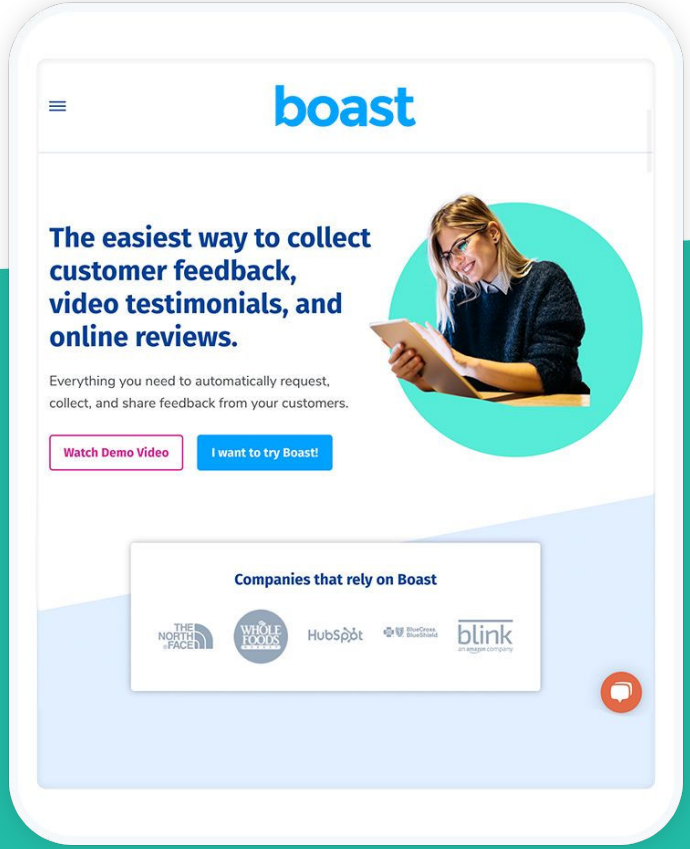
3.
A list of customers to request a testimonial from.

Know who you want to ask for a testimonial. It also helps to know when in the customer lifecycle you'll make the ask so you can automate requests.

Boast is a customer feedback platform that makes it easy for businesses to collect praise by automating requests, collection and sharing of video testimonials and online reviews.

Try Boast free for 14 days.

Start a Free Trial



How to Use the Templates

In each template, we've provided content that you can use to request and collect testimonials. We've placed each piece of content in a handy green box so you can copy the information within the textbox, paste to the intended area, and replace the placeholders with your personalized information.

Keep in Mind

All placeholders will need to be updated, but there may also be a few pieces of content that aren't worded perfectly for your brand. Use the templates as a starting point. Add your own flair before publishing them.

Testimonial Request Templates

Questions to Ask for Collecting Business-Boosting Praise

Inspiration and sample questions to help you make an effective ask and collect meaningful praise from your best customers.

Go to Template

Testimonial Collection Form Templates to Boost Conversion Rates

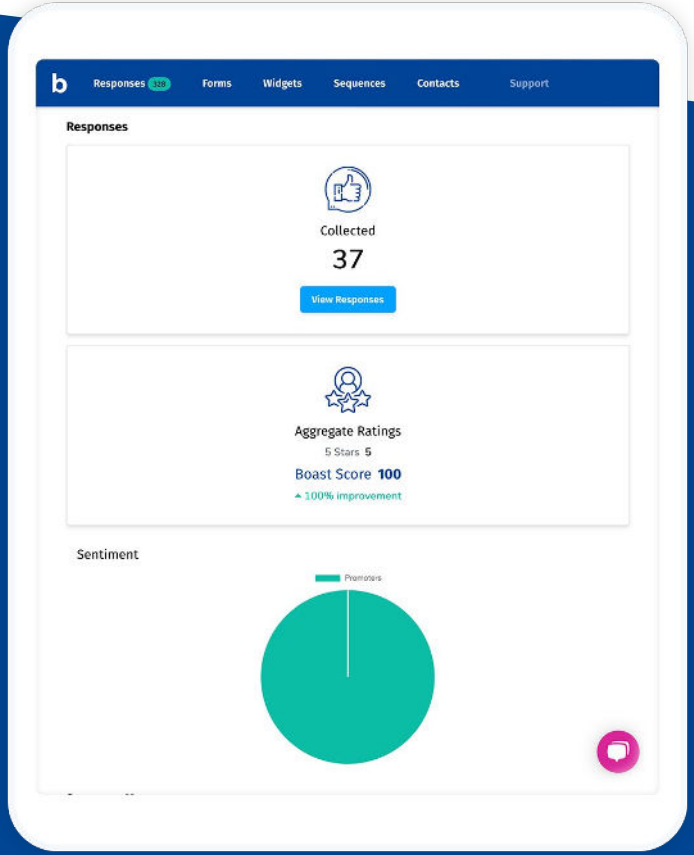
Templates for creating user-friendly forms and landing pages that effectively collect testimonials from customers.

Go to Template

Testimonial Request Templates for Making the Ask

Email drip templates for making an initial testimonial request and following up with customers to maximize the praise you collect.

Go to Template



What is Boast?

We created Boast to help businesses leverage customer stories to build trust with prospects and generate more leads and sales.

We believe prioritizing customer feedback fuels business growth. Our all-in-one customer feedback platform makes it easy for businesses to collect praise by praise by managing requests, collection and sharing of video testimonials, reviews and customer feedback.

Start collecting customer feedback to grow your business today.

Start Your 14-Day Free Trial