



Testimonial Request Campaign

(Specific to the COVID 19 Quarantine)

Email 1: First Request

Send: Immediately

Subject Line: Are you willing to share your success story?

[CONTACT'S NAME],

Thank you!

As you know, life is really confusing right now. And we're all trying to make sense of the world again. But despite the uncertainty, you were willing to let us [WHAT YOU HELPED THEM ACCOMPLISH].

And that means the world to us.

Now, we'd like to show other [TARGET MARKET], like you, how we're still [WHAT YOU HELP THEM ACCOMPLISH]. Even in the middle of a pandemic.

While we've got lots of testimonials from *before* this year, your success story is the one that matters most.

Could you take a minute to write up the details of your experience with us? Or even a short testimonial would be great.

If you can help us with this, then simply 'reply' to this email with your story. And if you're comfortable sharing your picture, that would really be awesome.

Thanks again for being part of our community. And thanks, in advance, for sharing your experience.

[EMAIL SIGNATURE]



Email 2: Second Request

Send: Delay 3 days

Subject: Do you have 5 minutes to write a testimonial?

Hey [CONTACT'S NAME],

I was wondering if you could do me a favor?

You see, with everything that's changed in the world, we're hoping to prove that [NAME OF COMPANY] can still help [TARGET MARKET] [WHAT THEY HELP THEM DO].

You were willing to take a chance on us. (Thank you for doing that!)

Would you consider sharing your story? Or writing up a testimonial we can use in our marketing?

Here are some ideas of what you could share:

- Where you were before and where you are now
- What some of your roadblocks were and how you overcame them
- What your interaction with me and my team has been like
- What you think of our [PRODUCTS OR SERVICES]

Anything you want to send our way, we would love to have.

If you 'reply' to this email with your thoughts and a picture (is that too much?) my team and I would be very grateful.

We can't wait to hear from you!

[EMAIL SIGNATURE]