

Hi [Name of customer]!

[Your name] here from [your company's] marketing team. I was told by my colleague that you've recently had some success with [your tool/your product/your service] and was wondering if you'd be interested in doing a customer testimonial for us.

If you're up to it, would you mind answering a few questions about your experience with [your company]?

- What is [your name/the name of your business/your city]?
- What was the primary goal or objective when you [purchased your product/started your service] with us?
- How did you use [your product/your service/your tool]?
- What was the outcome?
- What would you say to a friend about our business?

For an example of a previous customer testimonial, check out [[link to previous customer testimonial](#)].

If you could provide a recent, high quality image of yourself that'd be awesome.

That's it!

Let me know if you have any questions and I'll get right back to you. I'll send you a copy of the testimonial before we publish, so you can have the final say on it.

Thanks so much, and, again, I'm so glad you enjoyed working with us!

Look forward to hearing from you whenever you find the time!

Best wishes,

[Your name]  
[your company]