

AI for Customer Testimonials

Collect Powerful Testimonials in Minutes

Book Your Free Explore Call

Want a customized strategy that helps you connect with high-value clients? Book a free **Explore Call** to map out an AI-powered approach that fits your business.

Schedule your call with the form on our HOME PAGE

Yes, glowing testimonials are business gold, but asking clients for them can feel awkward, time-consuming, and often leads to vague or generic replies. If you've ever stared at a blank page wondering what to ask, or wished clients would tell your story in their own words, you're not alone.

Stop chasing vague reviews. In this handout we'll let AI help you gather testimonials that show real impact. Just a few thoughtful prompts can turn client experiences into your best marketing tool.

The Problem

Getting impactful testimonials is harder than it looks.

- Clients often don't know what to say
- Generic "Great service!" reviews aren't persuasive
- Following up takes time, and responses are hit-or-miss

The Solution

AI can take the pressure off both you and your clients. With the right prompt, you can draft custom testimonial requests or even help clients shape their feedback into compelling stories—without the awkward back-and-forth.

Step-by-Step - Using AI for Testimonials

1. Draft a Polite, Specific Request

Use an AI tool like ChatGPT to help you write a short, friendly message that makes it easy for clients to respond.

Sample Prompt:

I want to request a testimonial from a happy client. Write me a brief, friendly email that asks for feedback on my [type of business/service]. Make it easy for them to respond by giving 2-3 specific questions they can answer.

2. Give Your Clients a Nudge in the Right Direction:

Tell your AI (maybe ChatGPT):

- Include 2-3 simple questions in your request, such as:
- What problem did you need solved before working with me?
- What was your experience like?
- What result did you see after using my service/product?

3. Use AI to Transform Their Reply:

- Once you receive feedback, use ChatGPT to turn their comments into a concise, persuasive testimonial.

Sample Prompt:

Turn the following client feedback into a 3-sentence testimonial that sounds natural, positive, and specific.

Client's feedback: "I needed help organizing my business finances. Carol walked me through everything step by step. I now feel confident about my books!"

4. Get Permission

Always ask your client if they're comfortable with the final version before you share it publicly.

Quick Copy-and-Paste Prompt for ChatGPT:

I want to collect a customer testimonial for my [type of business]. Help me write a short, friendly email to ask for their honest feedback. Include 2-3 specific questions that make it easy for them to reply. Then, once I get their response, turn it into a concise, authentic testimonial for my website.

Takeaway

Stop chasing vague reviews—let AI help you gather testimonials that show real impact. Just a few thoughtful prompts can turn client experiences into your best marketing tool.

Tools to Try

- ✓ ChatGPT (OpenAI): chat.openai.com
- ✓ Google Gemini: gemini.google.com
- ✓ Jasper AI: jasper.ai (for more marketing-focused copy)