



The Testimonial Request Templates

Collect proof that converts - not just praise
3 questions. Specific. Usable. Sent on Day 10.

WHAT YOU'LL DISCOVER INSIDE:

- ✓ The 3-question testimonial request that writes your sales copy.
- ✓ The exact Day 10 email to send to every student.
- ✓ How to transform vague praise into specific conversion proof.
- ✓ Follow-up sequence for students who don't respond.

Why Most Testimonials Don't Convert

The difference between proof and praise

'Great course!' is praise. 'Before this course I was cancelling client sessions from exhaustion. Now I have a system' is proof. Only one of those sells your next cohort.

The testimonials that convert prospective students share three qualities: a specific before-state, a specific change, and a specific outcome. Vague warmth creates mild interest. Specific transformation creates buying decisions.

This template gives you the exact 3 questions to ask, the right moment to ask them, and the email copy to use.

- Send on Day 10 – early enough for fresh experience, late enough for real results
- Use the 3 questions verbatim – they generate sales copy in your students' words
- Follow up once on Day 14 if no response
- Paste the best responses directly onto your sales page

You'll finish this worksheet knowing exactly what your first course is about, who it's for, and whether it's ready to build. That's enough to move.

“One specific testimonial outperforms five generic ones.

Specificity is the currency of trust”

— Therapist Growth Partner

The 3-Question System

1 What was happening that made you sign up?

This question captures the before-state in your student's own words – more powerful than anything you can write yourself.

WHY THIS QUESTION MATTERS:

Prospective students don't buy courses – they buy relief from a specific problem. When your testimonials describe that problem in vivid, specific language, prospective students see themselves and feel understood before they've spent a penny.

YOUR ANSWER:

Complete this sentence: "After working with me, my clients consistently..."

Before I found this course, I was _____

The specific problem I was experiencing: _____

What I had already tried: _____

STRONG BEFORE-STATE TESTIMONIALS:

- "Before this course I was dreading Sunday nights because of the week ahead. That's gone now."
- "I was still saying yes to every referral, even when I had no bandwidth."
- "I hadn't slept through the night in 8 months before I started."

Save every before-state response you receive. This language is your headline copy, your ad targeting, and your sales page opening section.

The 3-Question System (continued)

2

What’s the most useful thing you’ve learned or done so far?

This question captures the transformation in their words. You're asking for specifics, not satisfaction ratings.

WHY THIS QUESTION WORKS:

The transformation question does two things: it forces students to articulate what’s changed (deepening their own learning) and it gives you specific, credible proof for future marketing. A student who writes ‘I’ve stopped checking email before 9am’ is giving you a more valuable testimonial than ‘I learned so much.’

YOUR ANSWER:

Draft your ideal transformation answer (what you hope students will say):

The most useful thing I’ve learned: _____

The specific change I’ve made: _____

How my day/practice is different now: _____

STRONG TRANSFORMATION TESTIMONIALS:

- “The module on nervous system windows changed how I structure my entire week.”
- “I used the boundary script in session on Day 3. It worked immediately.”
- “I’ve reduced my evening documentation time from 2 hours to 35 minutes.”

The specificity of the transformation answer reveals which module is your strongest. Use that module as your free content sample on your sales page.

The 3-Question System (continued)

3 Who would you recommend this course to?

This question frames your ideal student in your student's language – and becomes your targeting copy.

Day 10	Send the 3-question email to all active students
Day 14	Follow-up for non-responders: one gentle nudge
Day 21	Send a thank-you to respondents with a bonus tip
Post course	Request updated testimonial after full completion

My plan passes the reality test:

- I have a Day 10 email scheduled for my next cohort.
- I still need to write the request email - I'll do it this week.

YOUR COMMITMENT STATEMENT:

“My testimonials will capture the before-state, the transformation, and the ideal student recommendation - sent at Day 10 when results are fresh.”

Paste the strongest testimonial response directly on your sales page above the fold. It should be the first thing a visitor reads after your headline.

What Happens Next

1 Apply one insight today

Pick the single most actionable item from this resource. Do it before your next client session.

2 Share with one colleague

Forward this to another therapist who is thinking about building a course. Teaching reinforces learning.

3 Build your Minimum Viable Course

Record 4–6 modules across 2–3 focused sessions. One worksheet per module. Done in a weekend.

4 Launch to your first 10 students

Price \$97–\$297. Beta discount. 3 launch emails. First sales create proof. Proof creates momentum.

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