

HOW TO ASK FOR A TESTIMONIAL

Hello, Floralpreneur! Welcome to my free download.

Testimonials are a powerful tool for your business.

They tell you how you're doing; and they tell your ideal clients everything they need to know about hiring you.

Reading your testimonials can lift your spirits if you're feeling low.

Good testimonials are like gold to a floralpreneur.

But how do you get them?

Easy. Just ask!

Here's an example of how you might approach a client about writing a testimonial or reviewing your business online:

Dear Lauren,

You may already be en-route to your honeymoon, but I wanted to send a note of congratulations. It was such a pleasure to work with you and Mike over the past several months. It was an absolutely beautiful day on Saturday...I hope you enjoyed every moment!

I posted some photos of your bouquet on my blog (or Instagram or Facebook...wherever you choose to share your work) if you'd like to check them out. (include link here.)

If you were happy with my services and would be willing to offer a testimonial for my website or an online review I would appreciate it very much.

You can easily review me online here (include a link to your WeddingWire account or wherever you choose to collect online reviews) if you have a few moments.

Best regards,
Alison

Pro tip: Don't ask, don't get. If you want to hear from your customers, ask them what they thought, how they felt and **find out what they loved about working with you!**

ABOUT THE AUTHOR



photo: Ashley Largesse

Hi. I'm Alison Ellis.

I'm a floral designer & creative business owner.

I love to help educate and empower florists to achieve their business goals and keep doing beautiful work which is why I share heartfelt advice from my personal experience with my list of professional florists.

I've been in the floral industry for over 20 years and started my own business, [Floral Artistry](#), in 2001. I have a degree in Plant & Soil Science from The University of Vermont as well as a minor in small business.

I'm the author of [FLOWER MATH](#), *The Florist's Guide To Pricing And Profitability*, [12 E-mail Templates for Florists](#) & [How To Write Proposals That Sell And Book More Weddings More Quickly](#), [Wedding Workflow](#) and [The Art of Good Business: a digital experience with Alison Ellis](#), as well as 2 FREE courses, and [FLOWER BOSS](#), *A Free Training Course For Florists*, [Pricing Mistakes Florists Make](#), *A 4-part video series*.

Find more free tips on my blog at realflowerbusiness.com.

To ask me a question or drop me a line e-mail: info@floralartvt.com