

# HOW TO ASK FOR A TESTIMONIAL

Hello, Floralpreneur®! Welcome to my free download to help you get more rave reviews.

**Testimonials are a powerful tool for your business.**

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

**Good testimonials are like gold to your small business.**

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 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



Alison Ellis is the founder of [realflowerbusiness.com](http://realflowerbusiness.com), creator of *Flower Math*, and author of ***Falling Into Flowers, A step-by-step guide to today's modern wedding business*** which was published in 2020 by Wildflower Media.

She is a floral designer and educator who teaches florists around the world how to increase their income, attract better clients, and create more freedom in their small business with honest, actionable strategies and step-by-step courses.

Alison graduated from the University of Vermont in 2000 with a Bachelor of Science in Plant and Soil Science and a minor in Small Business. She's worked in the floral industry for over 27 years—she trained in flower shops for 9 years, worked on an organic flower farm, and has been running a

home-studio floral business for almost 20 years. Alison understands the challenges you face when growing a business on your own, which is why you can join her online floralpreneur® communities on Facebook and [Patreon](#) where florists receive monthly business insights & support.

**Since 2015, over 7,500 florists around the world have enrolled in Alison's online business courses, private & group coaching, and free resources for florists. [You'll find a full course list here.](#)**

If you have any questions or would like to request a free 15-minute call to talk about the next steps in your business, reach out: [info@floralartvt.com](mailto:info@floralartvt.com)