



## Template #1: Client testimonial request

We have produced two email templates. Use the first if you are building a new website and the second if you are refreshing an existing website. Please edit the sections in red before sending.

### Email 1: If you are building a new website

<Insert preferred salutation>

We are developing a new website. This will help our existing clients by providing a place where they can find news articles, amongst other new additions, about the matters which will affect their personal finances. It will also help us attract new clients.

I'm keen for the site to be as impressive as possible and it's being produced in conjunction with a specialist agency. They recommend we include testimonials on the site from satisfied clients, hence the email to you now.

Or

1

I'm keen for the site to be as impressive as possible and believe the inclusion of testimonials from satisfied clients would be a great addition. Hence the email to you now.

I was wondering if you would be prepared to provide me with a short testimonial?

Ideally it would be between 100 – 150 words long explaining:

- The reasons why you decided you need financial advice
- How I advised you (in broad terms, no need to give any personal information)
- How it benefited you.

I hope you don't mind my asking and I truly am very grateful for your time.

<Insert preferred sign off>

## Email 2: if you are refreshing your website

<Insert preferred salutation>

We are updating our website, and would like to include some more recent testimonials from satisfied clients, hence the email to you now.

I was wondering if you would be prepared to provide me with a short testimonial?

2

Ideally it would be between 100 – 150 words long explaining:

- The reasons why you decided you need financial advice
- How I advised you (in broad terms, no need to give any personal information)
- How it benefited you.

I hope you don't mind my asking and I truly am very grateful for your time.

<Insert preferred sign off>

### We can help

If you are redesigning your existing website or need a completely new site, we're here to help. You can reach us by calling 0115 815 7770 or emailing [hi@theyardstickagency.co.uk](mailto:hi@theyardstickagency.co.uk)

☎ 0115 815 7770

✉ [hi@theyardstickagency.co.uk](mailto:hi@theyardstickagency.co.uk)

🌐 [www.theyardstickagency.co.uk](http://www.theyardstickagency.co.uk)

📍 The Yardstick Agency,  
20 Fletcher Gate,  
Nottingham,  
NG1 2FZ



YARDSTICK