

JECP | 8 Questions for Profitable Testimonies

Shift the Mindset

Most reviews suck.

They're vague. Generic. Sometimes sweet. But rarely useful.

A profitable testimony is different.

It's intentional, story-driven, and focused on showing *how you actually helped someone transform*.

It's not just *"they were great"...* it's *"here's where I was, here's what changed, and here's why I'd do it again."*

This short guide is here to help you rethink how you collect reviews—and give you the exact questions we use to get clients talking in a way that resonates with future customers.

What Makes a Testimony “Profitable”?

It tells a story.

It builds trust.

And it speaks directly to the problems your next best client is feeling right now.

We've used this exact approach in hundreds of interviews. One favorite was with a local gym that needed real stories to showcase their impact. Over a short, focused shoot, we interviewed 10+ members, captured video and b-roll, and handed off a system of testimonials their team now uses across social media, marketing, and sales.

And here's the wild part: we didn't *sell* a thing.

We just told the truth—better.

Let's keep it simple.

Here are the 8 questions we come back to again and again. You can ask

these in person, over Zoom, or even in a Google Form. Use them as-is or tweak them to fit your voice.

The 8 Profitable Testimony Questions:

- 1. Can you introduce yourself?**
Name, location, role—something simple to warm up.
- 2. What problem were you facing before working with us?**
Set the stage. This is about the *before*.
- 3. What hesitations did you have—and how did we help shift that?**
This is where trust is built. What almost stopped them? Why didn't it?
- 4. What stood out about our team, process, or approach?**
Human connection lives here.
- 5. How has this experience helped you or your brand grow?**
The transformation. This is the heart of it.
- 6. Were there any unexpected benefits you didn't see coming?**
Great for surfacing bonus value.
- 7. If someone was on the fence, what would you tell them?**
Speak straight to the next client who's hesitating.
- 8. Is there anything else you want to share?**
Sometimes this one lands the best quotes.

That's It—for Now

Use these 8 questions.

Get 1 or 2 strong testimonies.

Watch what happens when real people tell your story for you.