**TESTIMONIAL BUILDING QUESTIONS**

1) Client name (as you would like it listed on our testimonial form). For privacy, we will list only your first name and last initial on your testimonial.

2) How did we originally meet?

3) What was your specific situation at that time? What were you going through/facing in your life?

4) What was the obstacle that would have prevented you from buying my services? What was the reason you almost didn’t become my client?

5) What was your first impression of my technique as a trainer? The program I designed for you? What did you think?

6) What are the specific results you’ve achieved because of your fitness program?

7) What is the most important thing you’ve learned from personal training? It might be something you’ve learned specifically about fitness, about yourself, or life in general.

8) Are there any good BEFORE and AFTER “things” with specific results we could talk about? For example, is there anything that was WRONG before, but isn’t wrong now? Or anything that you couldn’t do before, but you CAN do now?

9) What would you say to someone who is contemplating beginning a personal training program?

10) Would you be willing to provide a “before” photo and/or allow us to take a current photo to include in your testimonial and post on our website? (Remember, only your first name and last initial will be used, or just initials only if you prefer. You MUST provide a photo to be selected as a Featured Client.)