



## MTC TESTIMONIAL TEMPLATE FORM

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### TESTIMONIAL TEMPLATE

*Do what you do so well that they will  
want to see it again and bring their friends.*  
WALT DISNEY

A personal testimonial letter is a one-page letter that recaps what a customer has just purchased and then describes their overall satisfaction with the company's products or services the customer has just purchased - or simply provides helpful professional information. It conveys, in short, what the products or services have done for that customer in the way of service, attention and expertise.

The directions below can help you to write your story in a compelling and complete way. The key is to list specific benefits and results, using numbers when possible, and also to be credible, citing specifically who you are.

- Write one sentence about your business – who you are and what you do.
- Write one sentence about why you felt a testimonial was the most effective way to communicate your company's value proposition quickly
- Write a "before-and-after" story that gets people to identify with. Mention the struggles you were having previous to receiving the benefits of our products or services.
- Write about MTC in your own words – what we do, and how it's different and/ or better from services other companies provide.
- Write about the impact your experience with MTC's services had.
- Be verifiable: write your full name, title, company name, city, state, and as much else as possible that is appropriate.

Please make sure to print your testimonial on your company letter head and sign it.

Thank you for taking the time to write a testimonial for us!