

7 Questions That Get You 10x More Video Testimonials

A field-tested playbook from 1TapTestimonials — copy, paste, send.

Why most testimonial requests fail

"Can you write us a testimonial?" is the worst possible ask. It puts the entire creative load on the customer — they have to decide what to say, how to say it, and whether it's good enough. Most just don't reply.

The fix: ask one tiny, specific question. Give them permission to ramble for 15 seconds. Below are 7 questions that consistently 5–10x reply rates across e-commerce, coaching, SaaS, and services.

1. The Before/After

Ask: "What was the one thing driving you crazy before you found us — and how is it different now?"

Why it works: Forces a contrast. Contrast is the entire engine of persuasion.

2. The Wallet Question

Ask: "What would you tell someone who's on the fence about the price?"

Why it works: Pre-handles your #1 objection in the prospect's own words. Gold for landing pages.

3. The 3am Question

Ask: "What problem were you trying to solve at 2 in the morning when you found us?"

Why it works: Surfaces the raw, emotional pain point — way better than feature talk.

4. The Surprise

Ask: "What surprised you most after you started using us?"

Why it works: Pulls out the unexpected wins you didn't even know you were delivering. Killer for ad copy.

5. The Recommendation Test

Ask: "Who specifically would you recommend us to — and why them?"

Why it works: Doubles as a positioning audit. You'll learn who you actually serve best.

6. The Friend Pitch

Ask: "If your best friend asked what we do, how would you explain it in one sentence?"

Why it works: Your customer's words beat your marketing team's words every time.

7. The Time-Saved

Ask: "What used to take you hours that now takes minutes?"

Why it works: Quantifiable, specific, and instantly believable. Perfect for B2B.

How to send it (the 3-line script)

Email, SMS, or DM — the format that gets replies:

*Hey [Name] — quick favor. I'm putting together a short reel of customer voices and yours would mean a lot. One question, 15 seconds, no script needed: **[insert one of the 7 questions]**. Just tap this link → [your 1TapTestimonials link]. Takes literally one tap. Thank you!*

The 3 rules that 10x your reply rate

- 1. Ask within 48 hours of a win.** After a delivery, after a breakthrough, after a great call. Dopamine is your friend.
- 2. One question, never two.** The moment you add a second question, replies drop ~60%.
- 3. Make the ask transactional, not emotional.** "15 seconds, one tap" gets a yes. "Would you mind sharing your experience?" gets ghosted.

Your next step

Pick ONE question from the list above. Send it to your 5 happiest customers today. Track the reply rate. If you want to skip the editing, hosting, and chasing — your free 1TapTestimonials link does it all in one tap.