Best Practices for Editing Testimonials

Your survey will generate testimonials from your most loyal clients, which can be directly implemented into your sales and marketing efforts. However, not all of the testimonials left by your clients will be turn-key ready. Here are a few ground rules to follow when editing a testimonial.

1. It is okay to edit spelling or grammar in a testimonial.
2. It's important not to change the client's message or writing style.
3. If you need to clarify their message, use brackets.
4. Make sure to uphold your client's request for anonymity.
5. When in doubt, ask for your client's permission on any edits you made.

Keep the client's message and writing style
Testimonials are most powerful when they sound like a first hand account of an event or interaction. If you need to edit a testimonial, don't be heavy handed. The only edits should be to spelling, grammar, or to clarify, not to the narrative.

Edit for spelling or egregious grammar mistakes
It's a common practice to edit a testimonial for spelling or grammar mistakes. This helps you and protects clients from any embarrassment. As long as your edits do not change the content of the testimonial, we encourage you to correct mistakes.

Use brackets to clarify
If clarification is needed, you can insert words in a direct quotation by using square brackets [ ]. The brackets should be used to clarify meaning or provide a brief explanation only.

Uphold requests for anonymity
Your clients will be asked if they would like their testimonials to remain anonymous. Your first priority is to respect this request. An anonymous testimonial will be identified within your MyInavero account as "Anonymous," and in the Testimonial exported report, the clients name will be omitted.

When in doubt - ask permission
Inavero's survey will ask your clients if they would like to leave a testimonial. Once they select yes, either anonymously or not, they have given you permission. However, it's always a good idea to double check. A quick call or email requesting permission again will ensure everyone is on the same page.