



VISIBLE STORIES
CREATE CONNECTIONS WITH YOUR CUSTOMERS.

EXAMPLE TESTIMONIAL QUESTIONS

- * What do you dream of doing one day as it relates to this product/service? (Desire)
- * As it relates to this product/service, what do you feel makes you different? (Uniqueness)
- * How did you find the product/service? (Journey + other potential story lead)
- * Why were you looking for something like the product/service? (Conflict + Complexity)
- * How did the product/service change you? (Answer)
- * How much do you love the product/service? Rating of 1 to 5 (Desire)
- * What's the biggest change since discovering or creating the product/service? (Answer)