



From One Testimonial to a Testimonial Library

How AI Multiplied the Value of a 20-Minute Client Interview

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The 2009 Process: One Interview, One Testimonial

One call, one quote, copy-pasted everywhere — forever.

1

Conduct Interview

20-minute call, 9 generic questions

2

Write One Testimonial

Manually draft a single testimonial from notes

3

Email for Approval

Send it back and wait

4

Use It Everywhere

Same quote, every channel



One Testimonial Doesn't Fit Every Marketing Case

The Core Problem

Your prospects are not all the same. A government IT director has different concerns than a healthcare CFO. A business owner worried about ransomware needs different proof than one focused on responsiveness. One generic testimonial doesn't speak to many of them specifically — so it won't speak to most of them powerfully.

Different Campaigns Need Different Content

- Niches
 - Government & Public Sector
 - Healthcare
 - Manufacturing
 - etc.
- Compliance
- VOIP
- Website Design/Hosting



Original 9 Questions Based On TMT's Blueprint in 2009

1. What was your biggest hesitation in choosing us for your Technology needs?
2. What issues was your company struggling with that we were considered for helping?
3. What was the reason you chose us?
4. What have been your three most improvements since working with our team?
5. Which of these three benefits matters most and why?



Original 9 Questions Based On TMT's Blueprint in 2009

6. Would you recommend us to your fellow business owners? If not, please explain.

7. What can/ could we have done differently?

8. What surprised you most about our company (Positive or negative)?

9. Anything else you would like to add.

Updated 17 Questions from AI's Recommendation

1. Before working with ILER Networking & Computing, what IT, cybersecurity, or technology challenges were you facing?
2. What made you decide it was time to look for help or consider a new IT partner?
3. What concerns or hesitations did you have before choosing ILER?
4. What was the main reason you chose ILER?
5. What was your onboarding or transition experience like?
6. Since working with ILER, what improvements have you noticed in your organization?
7. Which improvement has mattered most to you, and why?
8. Can you share a specific example of a time ILER helped solve a problem, prevented an issue, or made work easier for your team?



Updated 17 Questions from AI's Recommendation

9. How would you describe ILER's team, communication, and service?
10. What surprised you most about working with ILER?
11. What would you say to another business owner or organization considering ILER?
12. Would you recommend ILER to others? Why?
13. What measurable results have you seen, if any?
14. How has working with ILER changed the way you feel about your technology?
15. What would you miss most if you no longer had ILER as your IT partner?
16. Is there anything ILER could do better?
17. Is there anything else you would like to add?



Step 1: Setup Meeting, Record and Transcribe the Conversation

Don't try to take perfect notes during the interview. Your job is to listen, ask great follow-up questions, and make the client feel heard. Let an AI note-taker capture everything automatically.



Fathom

Free AI meeting recorder. Summarizes and timestamps key moments automatically.



Fireflies.ai

Joins Zoom, Teams, or Meet. Produces a full transcript plus searchable highlights.



Otter.ai

Great for live transcription. Also works for in-person meetings via mobile app.



Plaud Note/NotePin for In-person Meetings

Meeting recorders with AI summaries



Step 2: Turn the Transcript Into Assets

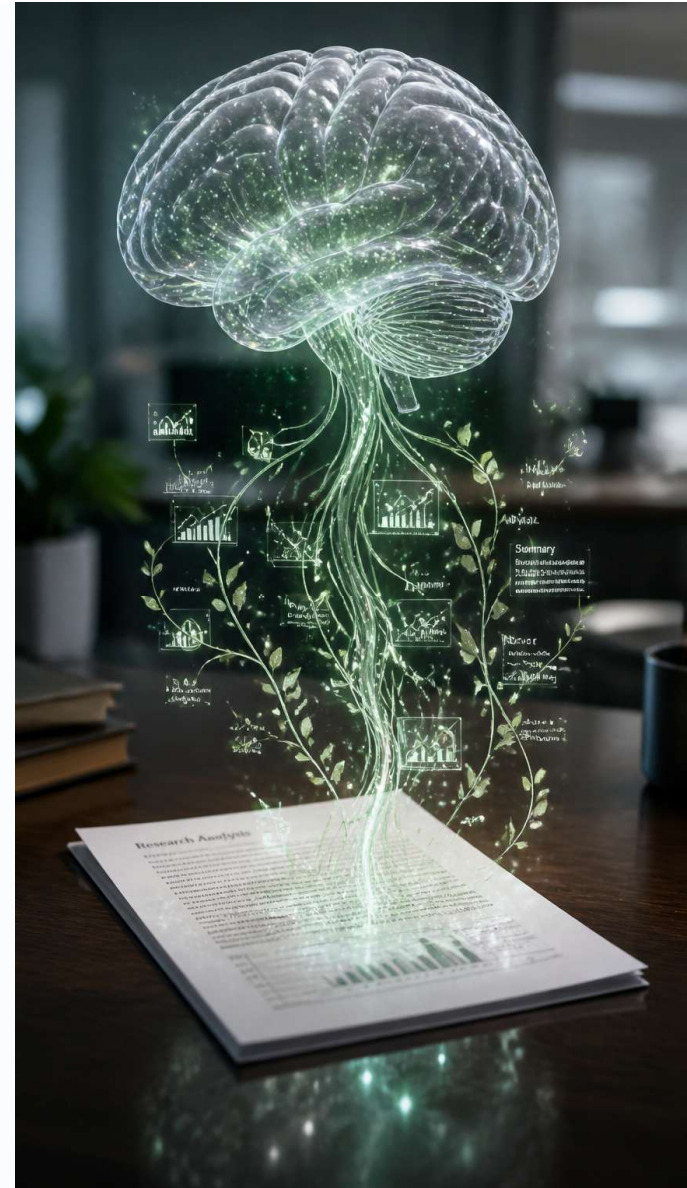
You Don't Need to Be a Copywriter

Once you have a clean transcript, the hard work is mostly done. Paste it into ChatGPT, Claude, or your preferred AI tool that knows your business and ideal customers. Use structured prompts to generate multiple testimonial versions in minutes.

ChatGPT created multiple versions of the testimonials and also gave recommendations for where and when to use them.

My Initial Prompt

Here is the transcript of my meeting with <client>. Use this and generate short testimonials for ILER Networking & Computing.



Results – Short Testimonials

Short Testimonial

“ILER Networking & Computing has been a trusted partner for <Client>. Before working with ILER, our IT environment was disorganized, aging, and difficult to manage across multiple locations. Their team brought responsiveness, professionalism, patience, and real expertise to the table. They helped us stabilize our systems, improve internet reliability, clean up our network infrastructure, and give our staff confidence that support would actually solve their problems. For an organization like ours without in-house IT specialization, having ILER’s local team of experts has been a wise investment and a tremendous relief.”

— **Client**

Slightly Shorter Website Version

“ILER Networking & Computing has been a tremendous partner for <Client>. Their responsiveness, professionalism, and expertise helped us bring order to a very challenging IT environment across multiple locations. Their team is patient, local, knowledgeable, and easy to reach — and our staff now has confidence that when they contact support, their problems will be solved.”

— **Client**

One-Sentence Quote

“ILER’s responsiveness, expertise, and patient support have given our team confidence, improved our systems, and allowed us to focus on what we do best — serving our clients.”

— **Client**



Don't Stop There....

My Next Prompt

Thank you! Now, can you make a few medium length versions?

Results – Medium Testimonials

Version 1 — Professional and Balanced

“Before working with ILER Networking & Computing, our IT environment had become disorganized and difficult to manage across multiple locations. We had aging equipment, inconsistent systems, internet reliability issues, and no internal IT department to help us navigate everything. ILER brought a level of expertise, patience, and professionalism that helped us move forward with confidence.

Their team has been responsive, thorough, and easy to work with. They explain things in a way we can understand, help us make informed decisions, and follow through when problems need to be solved. For <Client>, ILER has become a trusted partner that allows us to focus on what we do best — serving our community through parks and recreation.”

--Client

Version 2 — Emphasizing Responsiveness and Staff Confidence

“ILER Networking & Computing has made a tremendous difference for <Client>. Before ILER, our staff had very little confidence in IT support. Issues were frustrating, response times were inconsistent, and our technology environment was difficult to manage across many locations.

Since working with ILER, that has changed. Their team answers the phone, responds quickly, works patiently with our staff, and follows through until problems are solved. That level of support has improved morale and given our employees confidence that when they reach out for help, they will actually get help. For an organization like ours, that peace of mind is incredibly valuable.”

--Client

Version 3 — Stronger Cybersecurity and Crisis Response Angle

“After experiencing cybersecurity issues, <Client> knew we needed to take a serious look at our IT infrastructure. ILER Networking & Computing first impressed us during a crisis, helping us assess the situation, minimize the damage, and clearly understand what had happened and what needed to be done next.

That thoroughness, professionalism, and follow-up gave us confidence in their team. Since then, ILER has helped us organize and improve our systems, strengthen our technology environment, and better support our staff across multiple locations. Their responsiveness and expertise have made them an important partner for our organization.”

--Client

Version 4 — Government / Public Entity Focus

“As a countywide public organization with locations throughout Lorain County, our IT needs are complex. We operate in a very visible environment, and we need a partner who understands both technology and the responsibilities that come with serving the public. ILER Networking & Computing has been that partner for <Client>.

ILER brings responsiveness, expertise, and an understanding of government requirements that has been extremely valuable to us. Their team has helped us improve reliability, clean up our infrastructure, reduce confusion, and make better technology decisions. They have become a trusted advisor, not just a support provider.”

--Client

Version 5 — Warm and Relational

“What stands out most about ILER Networking & Computing is their patience, responsiveness, and genuine willingness to help. We are not IT experts, and ILER has always taken the time to explain things clearly, answer our questions, and help us understand the decisions we need to make.

They have helped <Client> bring order to a challenging IT environment, improve reliability across our locations, and give our staff confidence that support is available when they need it. ILER has become a trusted partner we can lean on for guidance, problem-solving, and practical recommendations.”

--Client

But Wait....There's More!

My Next Prompt

Great! Can you make a few long versions now?



Results – Long Testimonials

Version 1 — Comprehensive Website / Proposal Testimonial

"Before working with ILER Networking & Computing, <Client> was dealing with a very challenging IT environment. As a countywide organization with multiple locations, remote facilities, aging equipment, and no internal IT department, our systems had become disorganized and difficult to manage. We had locations that were added over time, different technology challenges at each site, and no cohesive plan tying everything together. ILER helped us bring structure, clarity, and confidence to that environment. Their team has been responsive, professional, patient, and thorough from the beginning. They took the time to understand our organization, explain our options in a way we could understand, and help us make informed decisions without making us feel overwhelmed by the technology. One of the biggest differences has been the level of support our staff receives. Before ILER, employees were frustrated when they had to contact IT support. Now, they know they can call or email support and get help from someone who is responsive and committed to solving the issue. That has improved morale and given our team confidence that their technology problems will be addressed. ILER has also helped us improve internet reliability, clean up our network infrastructure, eliminate duplicate services, organize our systems, and make better technology decisions. They have become more than just an IT provider — they are a trusted partner and advisor. For an organization like ours, having access to a local team of experts who understands our needs and helps us stay focused on serving Lorain County through parks and recreation has been a tremendous relief."

— Client

Version 2 — Story-Driven / Before-and-After

"Before working with ILER Networking & Computing, our IT environment was not where it needed to be. We are a countywide organization with facilities spread throughout Lorain County, and each location had its own technology challenges. Over time, things had become pieced together. We had aging equipment, disconnected systems, remote sites with unreliable internet, and a previous IT provider that was not keeping up with the needs of our organization. After experiencing cybersecurity issues, we knew we needed to do better. Choosing a new IT partner was not easy because we do not have in-house IT expertise, and we had to put a lot of trust in whoever we selected. ILER earned that trust by being thorough, responsive, professional, and patient. They helped us understand what needed to be done and why it mattered. Since working with ILER, the difference has been significant. Our staff has much more confidence in IT support. When they contact ILER, they know someone will answer, respond quickly, and work toward a solution. That has changed the way our employees feel about getting help and has made day-to-day operations much less frustrating. ILER has also helped us make major improvements behind the scenes. They helped us stabilize internet service at remote locations, clean up our network infrastructure, identify duplicate services, reduce unnecessary costs, and give us a clearer understanding of what technology we have and what needs to be improved. Their team knows our locations, understands our challenges, and continues to guide us forward. For <Client>, ILER has become a trusted partner. They allow us to focus on what we do best — serving the public through parks and recreation — while knowing we have a knowledgeable team helping us manage the technology side of our organization."

— Client

Version 3 — Government / Public Entity Focus

"As a public organization, <Client> operates in a very visible environment. We are responsible to the residents of Lorain County, and our technology needs directly affect our ability to serve the public. With multiple locations throughout the county, seasonal employees, remote facilities, and many different systems to manage, IT can become very complicated very quickly. Before working with ILER Networking & Computing, our IT infrastructure was disorganized and difficult to manage. We had aging equipment, unreliable connectivity in some locations, and no internal IT department with the expertise needed to address everything we were facing. After experiencing cybersecurity concerns, we recognized that we needed a stronger partner to help us improve our systems and operate more safely. ILER has brought the expertise, responsiveness, and guidance we needed. Their team understands the unique challenges that come with government and public-sector work. They are patient when explaining technical issues, responsive when our staff needs help, and proactive in helping us identify what should be addressed next. The level of service has made a real difference for our organization. Our staff now has confidence that when they call or email support, someone will help them. ILER has helped us improve reliability, organize our network, clean up outdated infrastructure, reduce unnecessary services, and make better decisions about internet, phones, compliance, and cybersecurity. What we value most is that ILER is not just fixing problems as they come up. They have become a trusted advisor. They help us understand our options, evaluate recommendations, and make decisions that are right for our organization. For another government entity considering a new IT partner, I would highly recommend ILER."

— Client

Version 4 — Emphasizing Trust, Patience, and Partnership

"What has stood out most about ILER Networking & Computing is the trust they have built with our organization. We are not IT professionals, and when we began looking at everything that needed to be addressed, it could have been overwhelming. We needed a partner who could explain things clearly, help us understand what was necessary, and guide us through decisions without making us feel like we should already know the answers. ILER has done exactly that. Their team has been incredibly patient with us. They answer questions, break things down in a way we can understand, and help us feel confident that we are making the right decisions. That patience is rare, especially in a technical field where people can easily become frustrated. Before ILER, our IT environment had become disorganized. We had multiple locations, remote facilities, aging equipment, and internet challenges that affected staff productivity. There were times when employees did not feel confident that support would solve their problems. Since working with ILER, that has changed. Our staff knows they can reach out for help and that ILER will respond, troubleshoot, and come onsite when needed. ILER has helped us improve our systems, clean up our infrastructure, streamline services, save money in certain areas, and gain a much better understanding of our technology environment. They have also become a resource we can lean on for guidance beyond day-to-day support, including recommendations around internet service, phones, compliance, and future planning. For <Client>, ILER has become more than an IT vendor. They are a trusted partner who understands our organization and helps us focus on our mission."

— Client

Version 5 — Strongest Marketing / Case Study Style

"<Client> needed an IT partner who could help us bring order to a complex and aging technology environment. As a countywide organization, we have facilities spread across many locations, including remote sites that each present their own challenges. Over time, our IT infrastructure had become pieced together. We had aging equipment, unreliable connectivity, duplicate services, and no internal IT team with the specialized knowledge needed to manage it all. After experiencing cybersecurity issues, we knew we needed to take a more serious and proactive approach. ILER Networking & Computing first impressed us during that crisis. Their team was thorough, professional, responsive, and clear in helping us understand what had happened, how they responded, and what we needed to consider going forward. That experience gave us confidence in their capabilities. Since then, ILER has helped us make tremendous progress. They have improved the reliability of our internet service, helped organize and clean up our network infrastructure, reduced unnecessary duplication, improved support for our staff, and provided guidance as we continue working through cybersecurity and compliance needs. One of the most noticeable improvements has been employee confidence. Before ILER, asking staff to contact IT support often resulted in frustration. Now, our team knows they can call or email ILER and get help from real people who are responsive, patient, and focused on solving the problem. That has made a meaningful difference in morale and productivity. ILER's value goes beyond technical support. They explain things clearly, help us evaluate options, and provide practical recommendations that fit our organization. Their team understands the needs of public entities and the responsibility we have to operate safely, efficiently, and transparently. For <Client>, ILER has become a trusted advisor and an extension of our team. They allow us to focus on what we do best — providing parks and recreation services to Lorain County residents — while knowing our technology is being supported by a knowledgeable, responsive, and professional team."

— Client

Step 3: Keep It Accurate, Ethical, and Safe

AI helps you draft — but the client owns their words. Always send every version back to the client before using it anywhere. This protects your reputation, builds trust, and keeps your testimonials credible.

1

Send All Versions

Share the full set of drafts — short, long, and niche-specific — in one email so they can review everything at once

2

Invite Edits

Ask them to correct, adjust, or reject anything that doesn't sound like them or isn't accurate

3

Confirm Attribution

Clarify which versions can use their name, title, company logo, and photo

4

Flag Sensitive Versions

Mark cybersecurity or incident-related quotes anonymous unless they explicitly opt into attribution

5

Get Final Sign-Off

Never publish anything publicly without written confirmation — a reply email is enough

Step 4: Modify Any After Getting Client Feedback

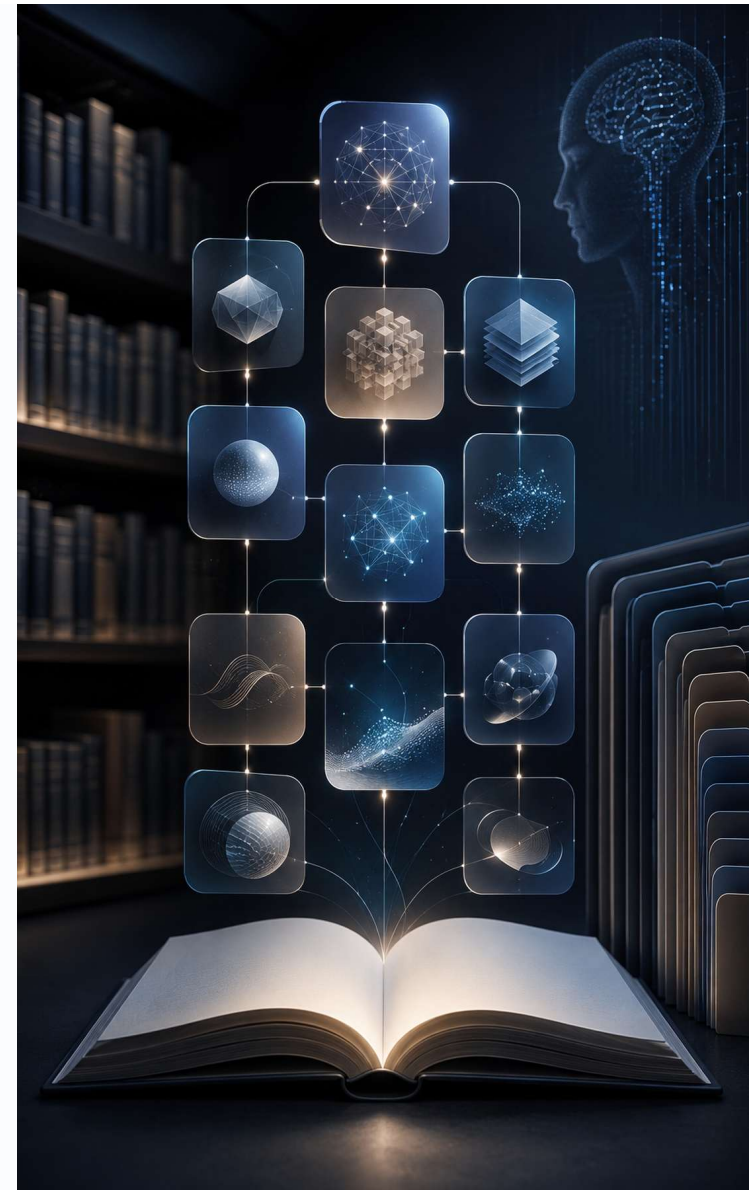
Our client wanted to remove their name from any testimonial that referred to their cyber incident.

My Prompt:

Here's the combined file with all the testimonials. Client would like to make any of the ones that discuss their cybersecurity incident to be used anonymously so it doesn't have their name or the company name. Can you update this document accordingly, and make a note above it that the following testimonial needs to remain anonymous.

Results:

Done — I updated the document so the testimonials referencing the cybersecurity incident are marked anonymous and no longer include Client's name or Company Name in those versions. I also added a note above each affected testimonial.



Step 4: Modify Any After Getting Client Feedback

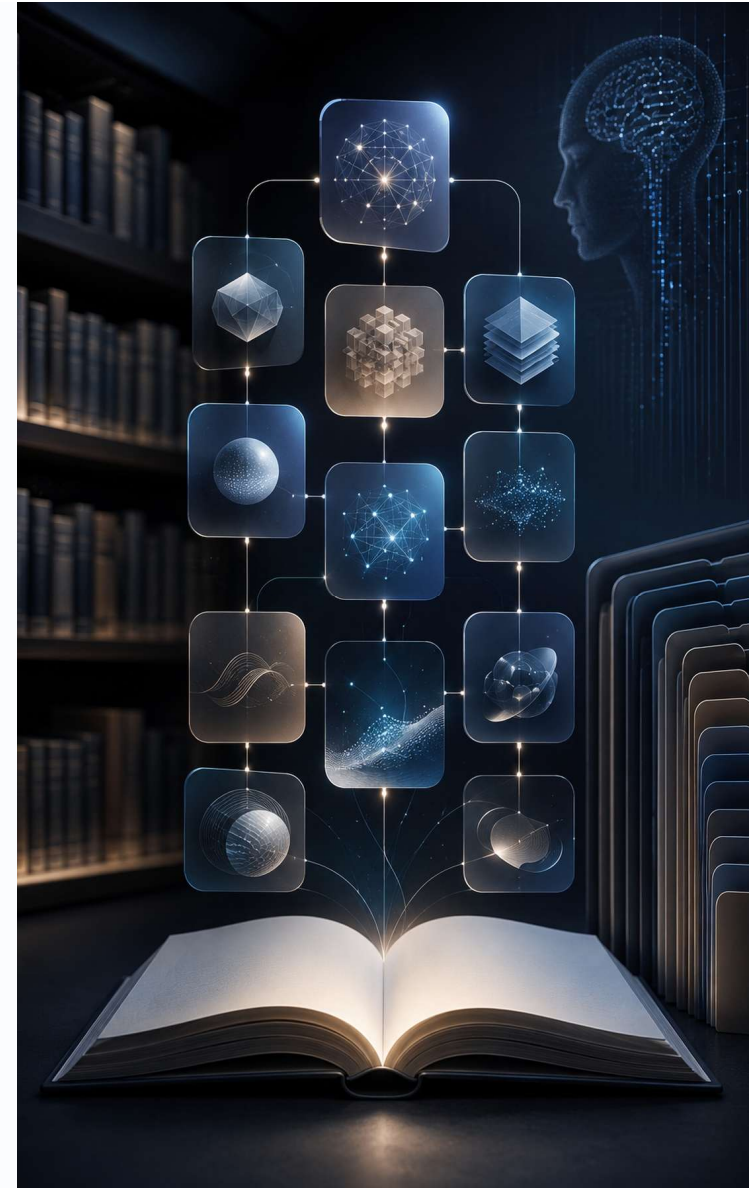
NOTE: The following testimonial must remain anonymous. Do not use the individual's name or the organization name in connection with this version.

Version 3 — Stronger Cybersecurity and Crisis Response Angle

“After experiencing cybersecurity issues, our organization knew we needed to take a serious look at our IT infrastructure. ILER Networking & Computing first impressed us during a crisis, helping us assess the situation, minimize the damage, and clearly understand what had happened and what needed to be done next.

That thoroughness, professionalism, and follow-up gave us confidence in their team. Since then, ILER has helped us organize and improve our systems, strengthen our technology environment, and better support our staff across multiple locations. Their responsiveness and expertise have made them an important partner for our organization.”

— Local Government Organization



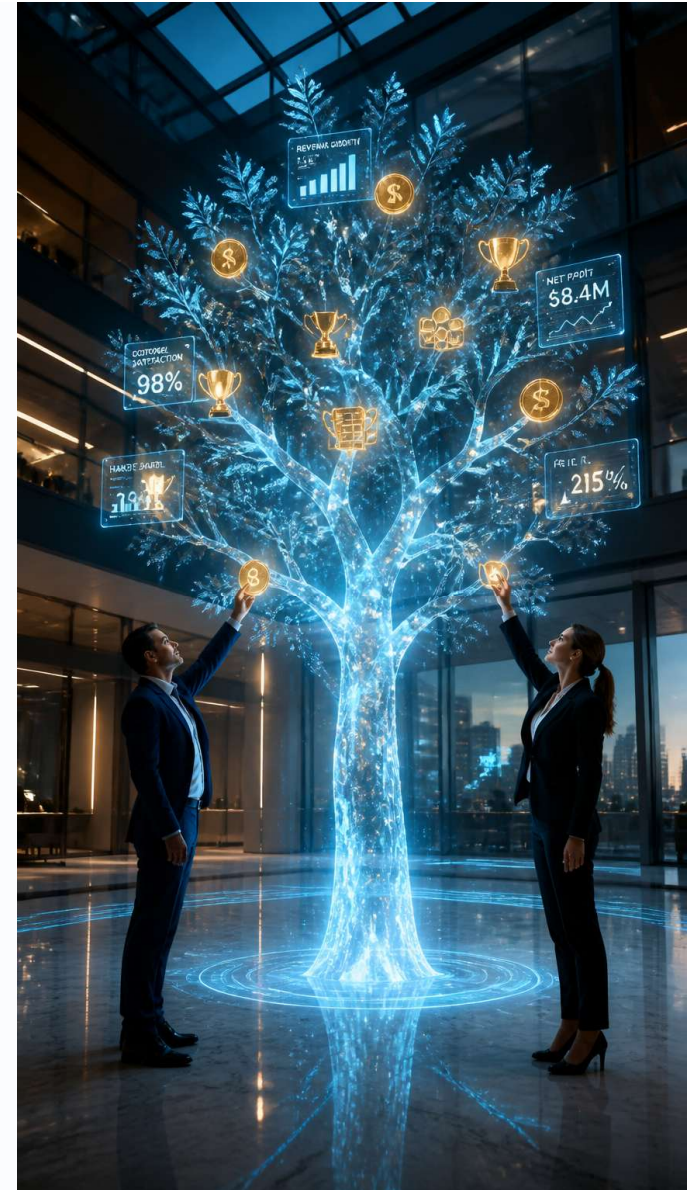


Summary

- Roughly the same amount of time for the interview
- Resulted in 13 testimonials instead of 1 testimonial, taking less time to create all 13 than it took me to manually create 1!
- AI created categories for when each testimonial should be used.
- You can easily customize prompts for targeting testimonials for various campaigns
- Short testimonials averaged 66 words each
- Medium testimonials averaged 101 words each
- Long testimonials averaged 278 words each

Reaping the Rewards

- Create a library of approved testimonials, and then ask AI to identify the strongest for a specific audience
- “Review the Approved Testimonial Library and select the five strongest testimonials for a 40-user Ohio manufacturer evaluating our Shield Assurance Service Plan. Prioritize cybersecurity, fast support, reduced downtime, and long-term trust. Do not select more than one testimonial from the same client. Explain why each was selected and provide a shorter excerpt suitable for a proposal sidebar.”



Final Piece(s)

My Golden Cone Templates



KENT ILER kent@iler.com

Collaboration Opportunity

Belize Missions with Rotary International
Helped 250+ schools and 70,000+ children

**“Education is the most powerful weapon
which you can use to change the world.”**

—Nelson Mandela

