

Testimonial Consent & Release

- 🔊 The Testimonial Consent & Release should be signed by your customer or expert to acknowledge consent for the use of their personal endorsement of your product or service.
- 🔊 You'll need this for every testimonial that you want to use.
- 🔊 Before using any testimonial, it is important to secure consent from the speaker / writer. It is not enough that a customer or expert has written you a letter praising your product or has spoken to you with positive comments. To reuse those statements in any form of promotional context, the person who spoke or wrote them must first give you their consent.
- 🔊 This Testimonial Release form is very broad and grants you considerable usage rights. You may wish to outline the proposed use of the testimonial in letter form to the individual to whom you are sending the Consent, along with a customized copy of this Testimonial Consent and Release.
- 🔊 If you propose to use a picture of the individual in your advertisement, you will also need consent for the use of that individual's likeness – see the, "Talent / Model Release."
- 🔊 Also note that if the person providing the testimonial is a minor (under 18), you should have the child's parent or guardian also acknowledge their consent and release.

🔊 Cover memo:


🔊 The attached legal agreement is a bit dry and perhaps harsh, so you want to warm up the introduction to requiring this release with this friendly, appreciative and personal note.

Date: **[Date]**

To: **[Name of Releasor]**

From: **[Owner/Founder]**
[Company]

Subject: **Testimonial Consent & Release**

Thank you so much for your  [comment / comments] regarding our [name of product / service] that you [sent / made] dated [Date]!

On behalf of our entire company, we are very appreciative!

We very much look forward showing off your [comments, picture, web address] for other customers to see and hopefully be inspired to buy our [products/service].

To make sure we do things properly here, we must have you approve the attached “Testimonial Consent & Release” Agreement in order to assure that we have your blessing to use your comments in our promotional materials.

Please read the agreement carefully.

I believe that it embodies everything we discussed and I hope it doesn’t seem too “over the top” legally, but you know how some lawyers are!

Of course will always use it in a positive manner and always maintain a positive portrayal of you.

Time is of the essence.

If you would, please sign and return it to me asap.

Thank you very much!

From JIAN

NOTICE:

We wish we could provide an agreement that was tailored *exactly* to your business. While this is not always possible, we feel that we've come very close and that this document provides you with the head-start that you need to get your deal moving. Nevertheless, we must make this disclaimer:

- 🚫 **Do Not Use This Agreement 'As-Is.'**
- 🚫 **This Agreement Is Not Legal Advice.**
- 🚫 **Read it Thoroughly and Make All Appropriate Changes to Fit Your Requirements.**
- 🚫 **You Should Have this Agreement Reviewed and Approved by a Qualified Attorney at Law Before Using It.**
- 🚫 **JIAN Accepts No Liability for the Effectiveness of This Document For Your Purposes.**

Free Access to Attorneys, Accountants & Consultants in Your Area

We're building a network of business experts who are eager to help you when you need it. They can review your work, make suggestions, handle unique situations and introduce you to influential people. On our website you can search by expertise and location, then e-mail or jump straight to their website. Although they are professionals and charge for their services, most offer an initial consultation free of charge. They're in your area and you can contact them directly.


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Ongoing Update Service Keeps You Current


Things change, laws change, the world changes... new ideas come along all the time. When you register, you can access our website to get updates and changes... like new and improved spreadsheets and documents. They can be downloaded directly to your computer.

- Please visit our website under [Updates](#).
- Remember to bookmark our website: www.JIAN.com

Editing Your Sample Contract

Since this entire agreement is formatted in Word, you can edit it like any other Word document. You can jump from variable to variable by clicking the above  green arrows (JIAN Menu) which will take you forward / backward and highlight the entire sample text identified within the “[]” brackets – simply edit / type-over with your information.

To make sure you have filled in all the variables, use Word's 'FIND' function to locate any “[]” which may contain an unedited variable.

- Click the  icon in the JIAN menu above to turn the expert comments on/off.
- Upon completion, delete any unnecessary blank lines that remain.
- You may format this document any way you like.
- Delete this page.

rights granted by the above Testimonial Consent & Release.

Parent or Guardian Signature

Date

Printed Name

