

SWEAR TO TELL THE TRUTH, THE WHOLE TRUTH AND NOTHING BUT THE TRUTH

HOW TO GET THE BEST TESTIMONIAL VIDEOS



**VIDEO ADDS AN ADDITIONAL VISUAL
ELEMENT TO YOUR CUSTOMER
TESTIMONIALS.**

HOW TO ASK A PRIOR CUSTOMER FOR A TESTIMONIAL

1

DON'T BE **TOO EARLY**

Let your client have room to breathe after you've delivered the product or service to them. Follow up a few weeks later.

2

WAIT FOR **POSITIVE FEEDBACK**

Wait until they've already told you how pleased they are with your work or product before you approach them.

3

ASK OVER **EMAIL**

You don't want to put your client on the spot. By using email you give them an opportunity to craft a response and think about what they'll say.

4

OFFER **ALL DETAILS**

Make sure you tell them exactly what your goals are and how you plan on crafting the video. Be detailed about your setup and the footage you'll need from them. They're more likely to say yes if they know all that's involved.

DON'T OFFER INCENTIVES

Although it's tempting, offering incentives can illegitimize the authenticity of the review.

12 WAYS TO CREATE THE BEST CUSTOMER TESTIMONIAL



MAKE IT **HUMAN**

By seeing someone in front of them, your audience gets to see a real person give their account of your business.



SEND QUESTIONS AHEAD OF TIME

Give your clients the opportunity to gather their thoughts. They'll have much better answers.



PREPARE QUESTIONS

Take the time and come up with questions that will fit the desired outcome of your video.



SCOUT **BEST LOCATIONS**

Find a place either in their office, your office or a neutral space that will give you the best video.



SET UP YOUR SHOOT

Make sure you have your location chosen and all of the mics and lighting you need for the best quality of video.



MAKE YOUR **SUBJECT LOOK GOOD**

Make sure you've got a nice angle and they look put together: clothes, make up, hair, etc.



SET THE **SCENE**

Let the audience know your client's backstory and how they ended up in the position of needing your business.



RECORD **EVERYTHING**

Record you asking the questions as well as their answers. Have them answer your questions in complete sentences.



GIVE SUBJECTS **TIME TO ANSWER**

Let your subject complete their entire thought before you move on to the next question.



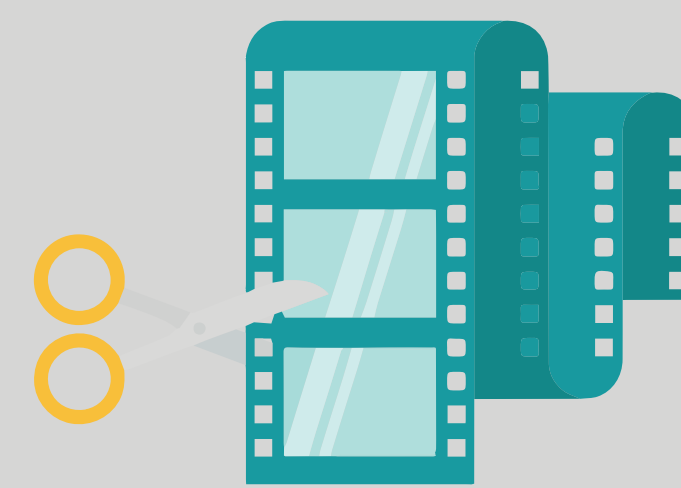
INCLUDE **KEY PAIN POINTS**

Make sure you answer the questions of what their problems were and how you were able to help solve those problems.



RECORD **B-ROLL**

If you have the opportunity, go to their place of work and gather some footage of what they do or of them using your product.



MAKE NECESSARY **EDITS FOR TIME**

Make sure to keep your cut honest and don't misquote your subject but keep time in mind as videos should be 2-4 minutes.