

TESTIMONIAL VIDEO QUICK START GUIDE

Below is a simple guide you can follow that will allow you to collect great testimonial videos of your clients.

Before you dive in, keep in mind, the best testimonial videos are ones that are always done by a third party.

IF YOU ARE GOING TO DO THESE YOURSELF, FOLLOW THIS GUIDE...

LOOK FOR CLIENTS WHO ARE EMOTIONAL



The more emotional the client, the more powerful the video will be.

The most emotional client may not be the one with the biggest weightless or transformation.

It could be someone who knows they are extending their lives so they can be around longer for their kids.

Be on the lookout for clients who get very emotional easily.

ASK YOUR CLIENTS FOR HELP



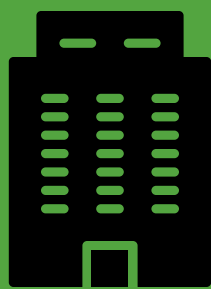
One of the toughest parts is getting your clients to agree to be on camera.

The simple way to get them to agree to do it is to ask them if they can help you. If you ask them for help, they will NOT say no.

That's because you've helped to change their lives. They want to be able to return the favor in some way.

So when you ask them if they can help you, they will feel like they are returning that favor.

FIND A QUIET SPACE



To get your clients to open up the most they have to feel comfortable.

So you should place them in an environment where it's private, and where they don't feel others are watching or judging them.

The more private and personal the space they are in, the better testimonial they will give.

DON'T USE SCRIPTED QUESTIONS



So what should you ask your client? Obviously the questions you ask are important, but it's more important that you make your client feel comfortable and relaxed.

That never happens when you are reading a bunch of scripted questions.

Have a normal conversation with them and then dive into their experience, their results, and what they like about working with you. It's O.K. to have a few fallback questions when you don't know what to ask.

LOOK FOR THE EMOTIONAL PART OF THE STORY THIS IS THE KEY



This is just like the sales and closing process.

During your conversation with them, you just keep peeling back the onion.

As you are talking and getting more comfortable, each question can go a little deeper.

This is where it gets tough for them because they feel awkward telling you how you've helped them.

This is where a 3rd party can get to a level that will be harder for you to get to.

BE AFRAID OF SILENCE

In the sales process it's good for you to be silent.

In the case of testimonial interviews, you don't want too much silence.

Silence creates awkwardness. The more awkward your client feels, the less emotion you are going to get from them.

Which will lead to weaker testimonial videos.

This is where being able to be quick on your feet and move the conversation along will be really helpful.



WHAT CAMERA TO USE

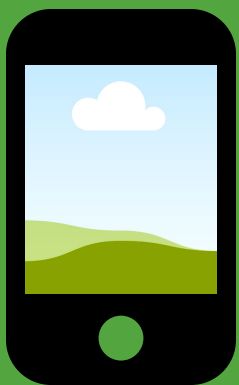
For powerful social proof videos you don't need a hollywood production.

Your smartphone/ tablet are more than enough to do the job.

They shoot great HD video, and they still give the feeling of "realness."

The highly polished and produced testimonials can feel fake.

And your prospects can pick up on that. So keep it simple.



USE A TRIPOD

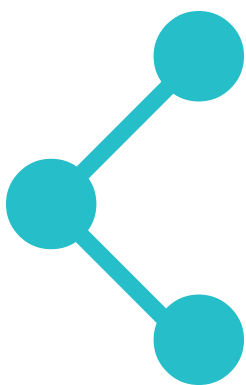
One of the biggest things that hurts testimonial videos is when they are shaky.

The viewer is thrown off by shaky video when it comes to testimonials. Sometimes they can even be made sick from watching it.

Which you NEVER want to happen.

So find a tripod or at least put the phone/tablet on a steady surface.

Plus this will save your arms from getting tired while holding the phone/tablet.



LIGHTING

This is simple. Light shining on the face is good. Light shining on the back is bad.

Basically don't place a client with their back to a window. You will get a silhouette.

Having them face a window is good because that will put light on their face.

If you have no windows, then use a desk lamp to light their face.



AUDIO, AUDIO, AUDIO

Audio quality is almost more important than video quality.

So make sure you are in a quiet place to do the interview.

There should be no background noise such as music, weights banging, others talking, etc.

The better the audio, the better the testimonial video.



TEST THE RECORDING

The worst thing that can happen is that you collect an incredible testimonial from your client only to find out that you are not able to hear it, or even worse, you forgot to record it.

So always do a test recording to make sure that the client is lit well, can be heard well, and that you are recording.

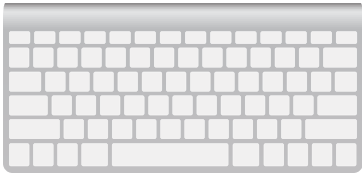
And make sure you let them know that you are doing a test.



EDITING

There is an art/ skill to editing a testimonial video. Again this is something you should NOT be doing yourself.

Even wedding editors, or video people you can hire should not really be the ones to edit your videos.



That is because they are generalists. Many of them do not know how to create videos that "sell."

They create videos that are all flashy, sexy, and look great.

But most are really bad at creating videos that actually help your business.

If you are set on doing it yourself, make sure you know focus on making the video as emotional as possible.

HAVE A PLAN



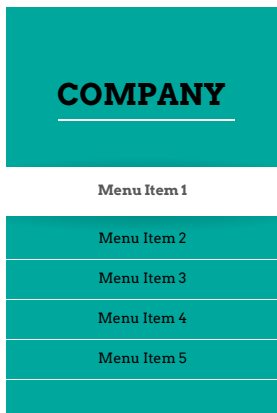
The biggest mistake you can make besides not collecting social proof is not having a plan to use it.

This is where 99% of fit pros drop the ball.

Create a marketing plan on exactly how and where you want to use your social proof so it generates the biggest impact.

Especially when it comes to promotions you want to run.

WHERE TO USE YOUR SOCIAL PROOF



The obvious places like your website are good to have it, but be even more strategic.

Your videos should be included on optin/landing pages, sales pages, applications, or anywhere that you are looking for someone to take an action.

It's also smart to use them within email marketing, and on social media.

They can also be used in advertising on places like Facebook, Instagram, Youtube, etc.

WHEN TO USE SOCIAL PROOF



That's simple... all of the time. But, and this is a big BUT.

Be strategic on how you use your videos.

If you overuse them and not creating new ones, people will become blind to them.

So be smart on how you use them, and always look for more ways to collect social proof videos.

WANT TO KNOW MORE?

Now that you've read this quick start guide you are in a great position to collect amazing testimonial videos.

So make sure you take advantage of this.

But if you'd like to know more on how to use your testimonial videos, how to get the most out of them, or how we can do them for you...

Go to...

WWW.SOCIALPROOFCONSULTING.COM/CALL