

ULTIMATE TESTIMONIAL VIDEO CHECKLIST

Below is the checklist that is used when we create testimonial videos. You can use this list yourself to make sure you're not missing any important pieces with your client testimonial videos.

PRE- INTERVIEW

- ✓ Determine the perfect location (quiet, good lighting, and warm).
- ✓ Choose clients (not just biggest results, most emotional).
- ✓ Open up a few hours to organize, schedule, and coordinate those clients for the interview.
- ✓ Block out an additional hour or two for clients that cancel or reschedule their testimonial.

- ✓ Study, learn, and practice how to make every single element of the interview pleasant and comfortable.
- ✓ Approach and convince clients it's in their best interest to do the testimonial interview.
- ✓ Have follow up responses if they try to back out at last minute.
- ✓ Show them how to get over those fears.

- ✓ Tell the client that every response is a full sentence and not just a "yes" or "no."
- ✓ Be prepared for tech issues that pop up while recording and do it without breaking the flow of the interview.
- ✓ Tell client that they look good on camera.

EQUIPMENT

- ✓ Have the right equipment (Camera/ smartphone, mic, etc)
- ✓ Make sure video is framed right in viewfinder of camera/ smartphone.
- ✓ Check to make sure audio is working and it sounds good.
- ✓ Check the lighting on the client. No shadows or silhouettes.
- ✓ Make sure the equipment is actually recording.

ACTUAL INTERVIEW

- ✓ Be prepared for awkwardness when asking clients questions.
- ✓ Search for and dig for the most emotional, and impactful responses when asking questions in the interview.
- ✓ Focus on powerful responses when their answers are not what you want.
- ✓ Be prepared to think up amazing questions on the spot when you don't know what else to ask.

EDITING AND PROCESSING

- ✓ Editing software prepped/ know how to use software/ know how to edit.
- ✓ Constantly check settings to improve video/audio quality to make it "pop."
- ✓ Set aside many hours to search through the interview to select the right clips for main video.
- ✓ Constantly check pacing and timing of video clips to make it flow.
- ✓ Check flow of current video against other high converting testimonial videos that convert really well.
- ✓ Spend a few hours searching for music to find the right piece that will help increase conversions.
- ✓ Edit the audio so that it matches and syncs perfectly with the video.
- ✓ Match/equalize/balance/ edit/ clean up audio. Determine where to raise/ lower the volume.

- ✓ Create powerful intro to draw people in to the video.
- ✓ Create powerful call to action that will convert.
- ✓ Be conscious of the length of the video. Not too short, not too long, but long enough so it will filter out the people you don't want.
- ✓ Process the video and make sure the settings are correct so that it exports in high quality and plays across all devices.

- ✓ Check export settings, choose save folder, and export.
- ✓ Upload the video to a server.

BASIC MARKETING

- ✓ Upload video(s) to Youtube.
- ✓ Add relevant titles and keywords on Youtube for SEO.
- ✓ Add videos to client testimonial page on website.
- ✓ Create individual client spotlight page for each individual testimonial video.

- ✓ Write content for client spotlight page.
- ✓ Create basic emails to promote each testimonial video.
- ✓ Write content for testimonials to be used on social media (FB page, groups, ads).
- ✓ Set a schedule/ date to release testimonial videos on Facebook, Instagram, and through email.
- ✓ Repeat the entire process for the next 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.

But if this seems like a lot to do to get high-quality, high-converting testimonial videos that's OK.

We can **handle all of this for you** so you don't have to worry about any of it.

If you'd like to know how that works schedule a call by going to...

WWW.SOCIALPROOFCONSULTING.COM/CALL