



CLIENT TESTIMONIAL TIPS

5 IDEAS FOR GREAT CLIENT CHAT WINS

Client Testimonials are Key for Promoting Your Business

BUT you may feel uncomfortable asking clients for them when it comes to video. The key is to make it as EASY as you possibly can and assist and produce these videos properly. Plan what type of testimonial you need and how you can help your client create this and they are more likely to say yes.

MAKE IT EASY FOR CLIENT WINS

Offer to meet clients for a relaxed chat which you can film and clip up. Jump on Zoom with your clients and record your chat. Interview them with pre-prepared questions you can give to your client in advance. **Send your clients this link** where I give advice on getting started and how to feel camera confident fast. This will help your clients deliver a winning chat and help you feel confident shooting content yourself!

PRODUCE THE CONTENT FOR THEM

Reassure your customer that you want them to look good! They are doing you a favour and that needs respect. Send them a mobile light or a clip-on mic as a thank you and ensure they look and sound their best on screen.

Many people are camera-shy, so they will need encouragement to get on camera for you and your business! Reassure clients that you won't post anything without them seeing it first. They get the final say to sign off their content. Make them feel secure not nervous at all times.

5 IDEAS FOR CLIENT TESTIMONIALS



DONE FOR YOU QUESTIONS

- What would you say to a new potential client?
- What was your expectation of the product/service?
- How did it exceed your expectations?
- How was your journey using the product/service?
- What problem did the product/service fix for them?
- Why would you recommend the product/service to others?

INSIDER TIPS FOR SUCCESS

Keep video testimonials simple and watchable. The chat needs to be pacy, so short bullet points are key. Think about adding in key shots of your product or service for visual interest. Keep these videos to under 60 secs and shoot in the aspect ratios for the social media platforms you use. Remember clients want to see real people with real opinions - the best customer testimonials are conversational, not tightly scripted!

WHERE TO PUT CLIENT TESTIMONIALS

- Put them on your website homepage, social media or reviews page
- Add them to your advertising material
- Share them on LinkedIn and YouTube
- Repurpose the words as written quotes for social posts or a blog
- Create a case study to share on your website or email campaign
- Read them out on your podcast

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