

Elite Marketing Chef!

Creating the Perfect Video Testimonial

This is a step by step testimonial format that is both powerful and to the point. Just fill in the blanks. This is also a great tool to hand to people to help them create a raving testimonial for your business, product, or opportunity.

I am: _____

And I (am,with,do) [what you do] _____

(Expose a weakness, pain, challenge, or loss – example would be: “ever since____/I’m not good at____/I’m experiencing ____/Major pain or challenge)

(Describe how things have been: Losing money, wasting time, never seeing family, affecting health, emotions)

(Describe your major discovery – what happened?)

(Describe how things are now, specifically how things are better)

(How will or is thing changing your life, health, family and your ability to contribute)

(What does your spouse/kids/friends/co-workers/family say?)

*In 2009, the FTC released new guidelines concerning the use of Endorsements and Testimonials.

<http://www.ftc.gov/opa/2009/10/endortest.shtm>