



VIDEO TESTIMONIAL GUIDELINES

Some basic guidelines to help ensure the best possible outcome when filming a client about their experience.

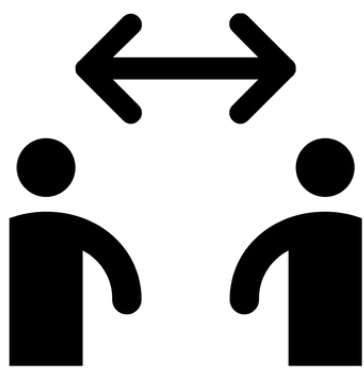


MICROPHONE & LOCATION

- Be sure the microphone is plugged into your mobile phone.
- Clip the microphone to the clients shirt/jacket a little above mid-chest.
- Try to pick a spot that doesn't have a lot of echo.
- Pick a spot where the lighting is on the client's face and not behind them.



DISTANCE, FRAMING & FILMING

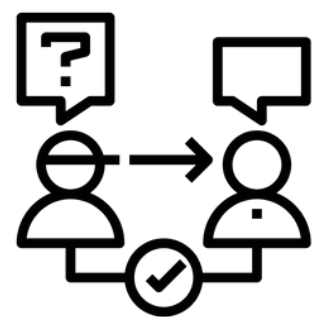


- Stand far enough way to almost have tension on the microphone wire
- When filming the client, try to film them from the waist up (the length of the wire should help)
- Center their faces in the middle of the screen.
- Try to keep the phone steady.

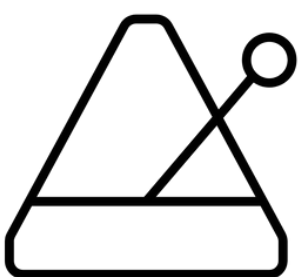
QUESTIONS

Try to keep it to 3-4 questions (depending on how you feel their answers sound)

1. *What was it like working with our company?*
2. *What is your favorite detail?*
3. *Why did you choose our company?*
4. *Why did you want to do this project?*



PACING



For editing purposes, please ask the client to wait 1-second before they answer. Maybe have them take a breath after you ask your question and before they start their answer.

