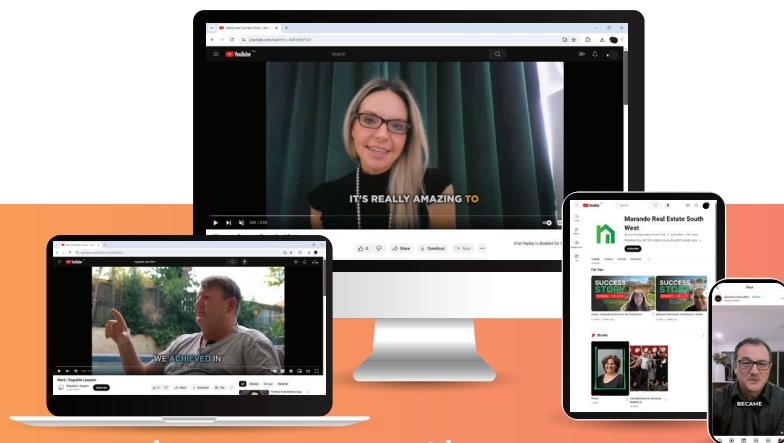


HOW TO GET YOUR CLIENTS TO AGREE TO

VIDEO TESTIMONIALS

- 1 Highlight the Benefits:** Frame the video testimonial as a way for them to be a hero. Explain how your client's story will help others facing similar challenges and how it strengthens your brand credibility.
- 2 Reinforce it's Easy and Fast:** Wingman Creative has very flexible scheduling options any day of the week between 7am and 7pm, and the recording process is very simple and easy to access through one link. If they would like the questions in advance, Wingman Creative can assist.
- 3 Address Concerns:** Anticipate anxieties about public speaking. Reassure them it will be a casual conversation with a trained interviewer. Multiple takes are available and it's very easy to edit around any mistakes or answers your client is not happy with. They can also complete the testimonial with a partner if appropriate for their review.
- 4 Focus on Reciprocity:** Express your gratitude and highlight how the testimonial will benefit them. If you choose, you might consider a small gift in exchange for your client's participation.
- 5 Provide Clear Examples:** Show them successful video testimonials from other clients, or ask Wingman Creative to share some with you. This demonstrates the format and impact it can have.
- 6 Highlight Business Professionalism:** You've engaged Wingman Creative as a specialist testimonial video business producer. We have completed hundreds of videos for clients from a variety of industries and make the process as simple and stress-free for your clients as possible.



EMAIL TEMPLATE

Hi (NAME),

It was a pleasure working with you recently to achieve a great result. It's my hope that your unique story will help others learn a bit more about my services. I have engaged a 3rd party to create a video testimonial for my business and would absolutely love if you would be able to assist with its creation.

The testimonial is conducted online and only requires about 20 minutes of your time. You can join from home, the office or anywhere comfortable with a good internet connection! Wingman Creative, the company engaged, have completed hundreds of testimonials in the past and make it a very easy, comfortable, and seamless process.

You can book the testimonial at a time that suits you at www.wingmancreative.com.au/book-a-testimonial

I have also cc'd Nick Reddaway, the General Manager of Wingman Creative, if you have any further questions for him.

Thank you so much for your help, I really appreciate it!