

# HOW TO CREATE A REFERRAL MACHINE

without spending a  
dollar on acquisition  
or ads.



WINGMAN CREATIVE



After producing over 300 testimonial videos for clients across finance, real estate, legal, and consulting industries, we discovered one uncomfortable truth: most businesses are sitting on a goldmine of unpaid marketing that never gets mined.

The highest-converting ad isn't the one you write. It's the one your client speaks.

And yet, 9 out of 10 businesses either never ask or never execute. So we built a system. A repeatable, scalable process that turns your client stories into your most powerful marketing assets.

This is not about feel-good compliments or generic praise. It's about emotional storytelling engineered to convert.

Because when done right, a great testimonial:

- Reduces friction in the sales process
- Closes leads faster
- Instantly builds trust at scale
- Works across every channel: organic, paid, nurture, and pitch decks

This is your unfair advantage.

**Introducing: The WMC Testimonial Engine™**

A 10-step process to create, deploy, and weaponise video testimonials that sell for you.



# 1. IDENTIFY THE RIGHT CLIENT

## Key Points

- Choose a client with a clear transformation story.
- Ensure they reflect your ideal customer.
- Prioritise clients who are already advocates of your brand.



Finding the right person to feature in your video testimonial is arguably the most important part of the process.

Look for a client who has experienced a real, tangible change through working with your product or service.

Ideally, this person should represent your ideal future customer, someone others in your target audience will relate to.

They should also be someone who's naturally enthusiastic about your work. Think about those who've sent positive feedback, left glowing reviews, or recommended you to others.

These are the people most likely to give an authentic, heartfelt account on camera.

By choosing a client who aligns with your brand values and customer persona, the testimonial will resonate more deeply with viewers, making it far more effective as a conversion tool.

## 2. GET THEIR CONSENT (PROPERLY)

### Key Points

- Be transparent about how and where the video will be used.
- Make the client feel confident and comfortable.



Before you hit record, ensure everything is above board with written approval. This protects your business legally and shows respect for your client's image and privacy.

Walk your client through the process and reassure them that the purpose is to highlight their success story, not just to promote your business. By getting proper consent and building trust early on, you'll create a more relaxed environment, and that leads to a better on-camera performance.



# 3. SCHEDULE & RECORD VIA RIVERSIDE.FM

## Key Points

- Use a professional recording tool like Riverside.fm.
- Set expectations for a relaxed, no-pressure interview.
- Ensure good lighting and sound on both ends.



Once you've got your client's consent, book the interview at a time that works for them and make it as convenient as possible by using a remote video platform like Riverside.fm.

Unlike Zoom or Teams, Riverside records each participant locally in high-quality video and audio, which means you won't suffer from internet lag or glitches.

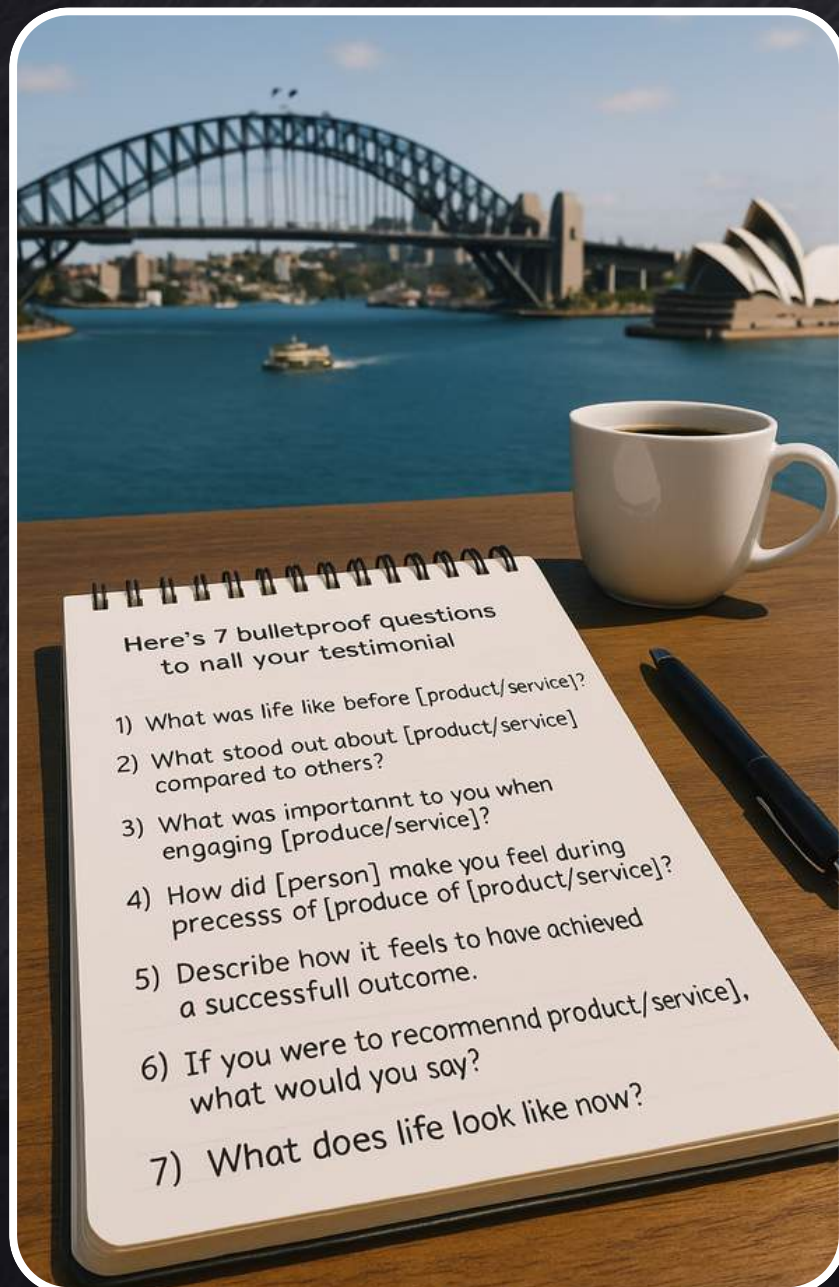
Make sure both parties have a quiet space with good lighting and sound. A quick pre-call checklist (camera angle, lighting, mic check) helps ensure everything runs smoothly.

Set the tone for a relaxed conversation, remind them it's not live, and they can repeat or redo answers. Your goal is to make them feel at ease so they can speak naturally and authentically about their experience.

# 4. CRAFT THE PERFECT QUESTIONS

## Key Points

- Structure questions around a transformation journey.
- Keep them open-ended and emotionally focused.
- Align the questions with your ideal buyer's concerns.





# 5. CHOOSE THE RIGHT INTERVIEWER

## Key Points

- Pick someone who is empathetic, calm, and curious.
- Use someone the client already trusts, if possible.
- Interviewer should guide, not dominate.



The person behind the questions can make or break the quality of your testimonial. Choose someone who knows your business but, more importantly, knows how to listen.

A good interviewer creates space, follows emotional cues, and makes the client feel valued and safe. Ideally, this person should be someone the client already has rapport with, perhaps their account manager, customer success rep, or founder.

The goal is to guide the client through the story without leading them too much or making it feel scripted. Great interviewers can turn a 30-minute conversation into pure gold by drawing out the emotional highs and giving the client the confidence to share more than they thought they would.

## 6. RECORD A 20–30 MINUTE INTERVIEW



### Key Points

- Allow time for the client to relax and go deep.
- Capture more content than you need.
- Let the conversation flow naturally.

While your final video might only be 90 seconds long, aim for a 20–30 minute recording.

This gives you the luxury of selecting the best emotional soundbites and story arcs during editing. Most clients need time to warm up, those magic moments usually come after the first 10 minutes.

Give them space to think, go off on tangents, and repeat themselves if needed. You can always tighten it up later. Don't rush the process, your job is to hold space and let the gold come to the surface.



# 7. EDIT FOR EMOTION, STORY & SOCIAL

## Key Points

- Open with a strong hook.
- Use captions, music, and multiple formats.
- Tell a clear before/after story.

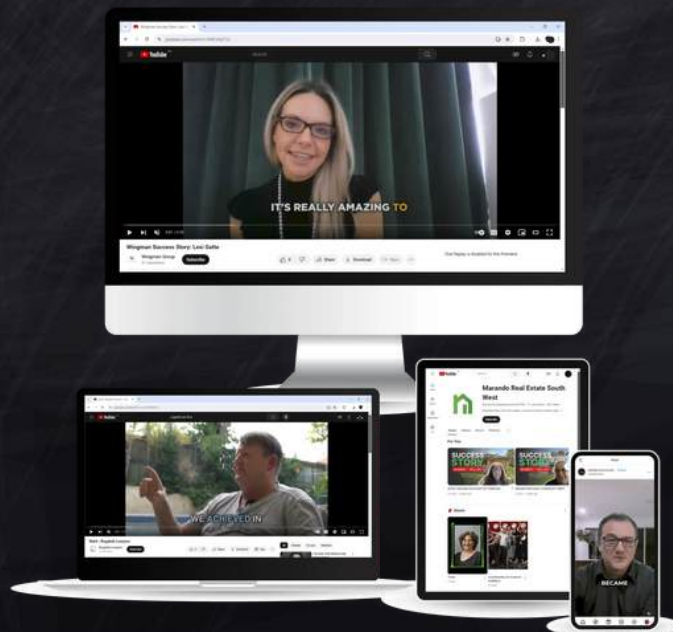
This is where your footage becomes a true marketing asset.

Edit the content into multiple versions:

- 1) A 2-minute hero video suitable for YouTube, LinkedIn and your website.
- 2) 30-60 seconds reels suitable for Instagram, Facebook, TikTok and YouTube Shorts

Always lead with a hook – something compelling or emotional that pulls the viewer in instantly.

Structure the video to show the challenge, solution, and result. Keep the story tight, emotionally resonant, and visually engaging. If you do this right, your testimonial will not just inform, it will inspire action.



# 8. PUBLISH ACROSS CHANNELS

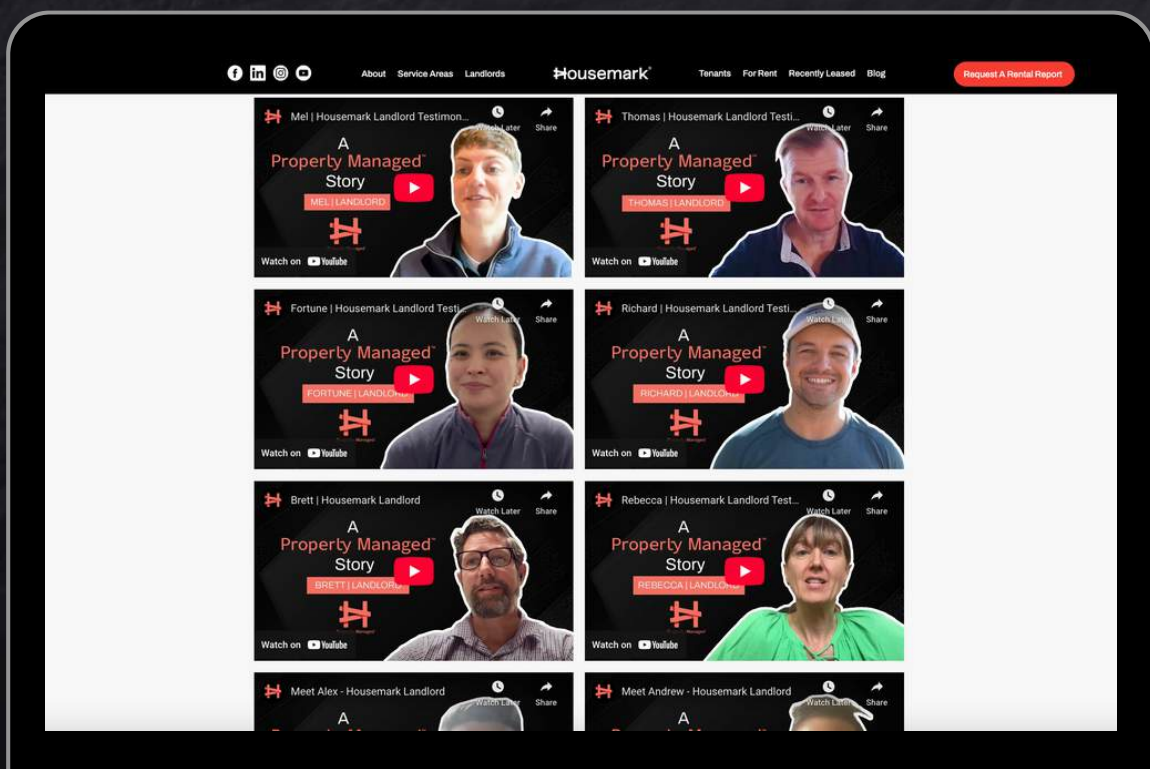
## Key Points

- Use every platform available to you.
- Optimise for format (square, vertical, landscape).
- Include testimonial videos in nurture emails.

Now it's time to share your masterpiece. Post your testimonial videos on your website, across social channels, and embed them in nurture email sequences.

Optimise the aspect ratio for each platform – vertical for Reels and TikTok, square for Facebook, and landscape for YouTube or websites.

You can also use clips in sales presentations, webinars, or proposals. Don't just post once and forget it, keep re-sharing over time, especially if the client is well-known or represents a key industry.





# 9. CREATE A TESTIMONIAL LANDING PAGE

## Key Points

- Build a focused page around the testimonial.
- Use quotes and written case study elements.
- Include a strong call to action.

Create a landing page dedicated to each powerful testimonial.

Include the video, a few written pull quotes, and a short case study-style paragraph outlining who the client is and what they achieved.

This gives the testimonial context and makes it searchable via SEO. Most importantly, add a clear CTA — whether it's "Book a Free Call" or "Start Your Project." Your goal is to turn passive viewers into active leads.



# 10. DRIVE TRAFFIC TO THE TESTIMONIAL

## Key Points

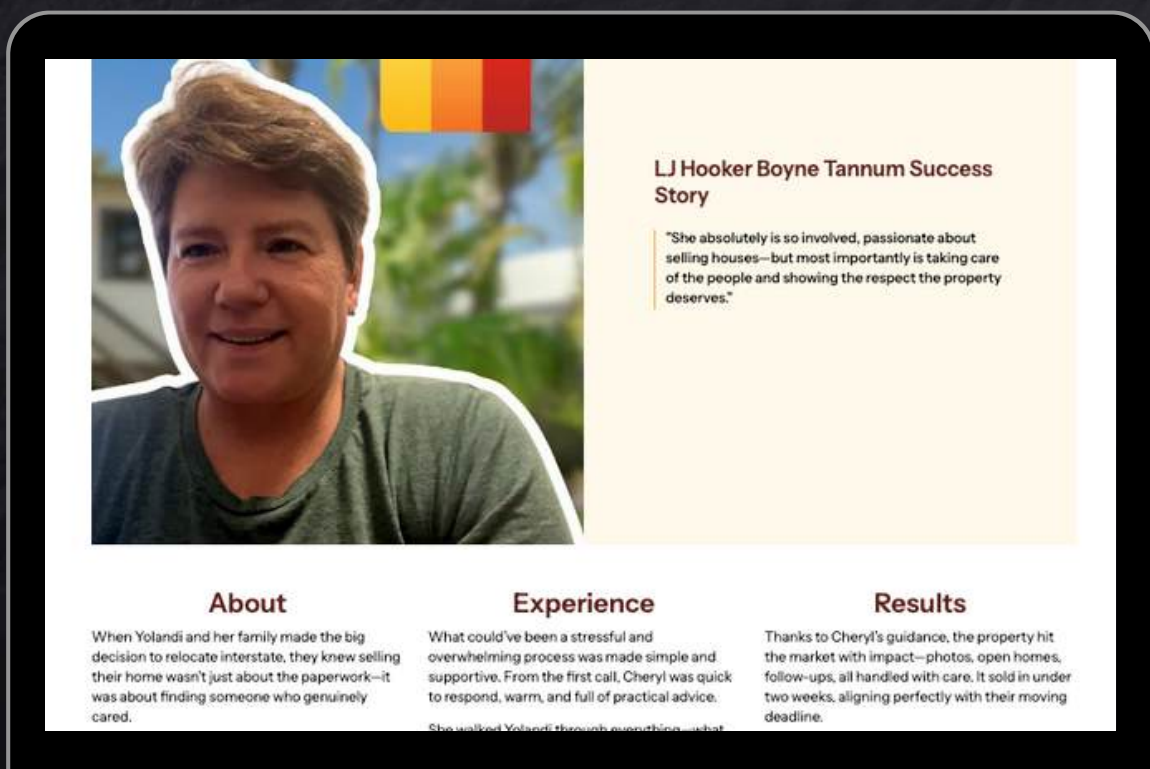
- Promote the video via paid ads, emails, and blogs.
- Use it in retargeting campaigns.
- Leverage the client's network for amplification.

Don't let your video collect digital dust. Get eyes on it!

Use paid social campaigns to push it in front of cold and warm audiences. Include it in blog posts and lead magnets. Add it to your email newsletter or onboarding sequences.

Retarget people who visited your pricing page with this testimonial. Better yet, ask your client to share the video with their network.

This amplifies reach and adds even more credibility. Remember, a great testimonial is your highest-converting piece of content when it's seen by the right people at the right time.



**LJ Hooker Boyne Tannum Success Story**

"She absolutely is so involved, passionate about selling houses—but most importantly is taking care of the people and showing the respect the property deserves."

**About**

When Yolandi and her family made the big decision to relocate interstate, they knew selling their home wasn't just about the paperwork—it was about finding someone who genuinely cared.

**Experience**

What could've been a stressful and overwhelming process was made simple and supportive. From the first call, Cheryl was quick to respond, warm, and full of practical advice. She walked Yolandi through everything—what

**Results**

Thanks to Cheryl's guidance, the property hit the market with impact—photos, open homes, follow-ups, all handled with care. It sold in under two weeks, aligning perfectly with their moving deadline.



# OBJECTION CRUSHER

***“But our clients don’t want to be on camera”***

Instead of “Can you record a testimonial?” say:

*“We’d love to feature you as a success story. Your journey could help others who are in the same situation you were in.”*

Let them know

- It’s a relaxed conversation, not a performance.
- It’s not live. You’ll edit out any stumbles or “ums.”
- They don’t need to prep or script anything.

*“It’s just a casual 20-minute chat. We’ll guide the whole thing and only use the parts where you sound brilliant (which is most of it).”*

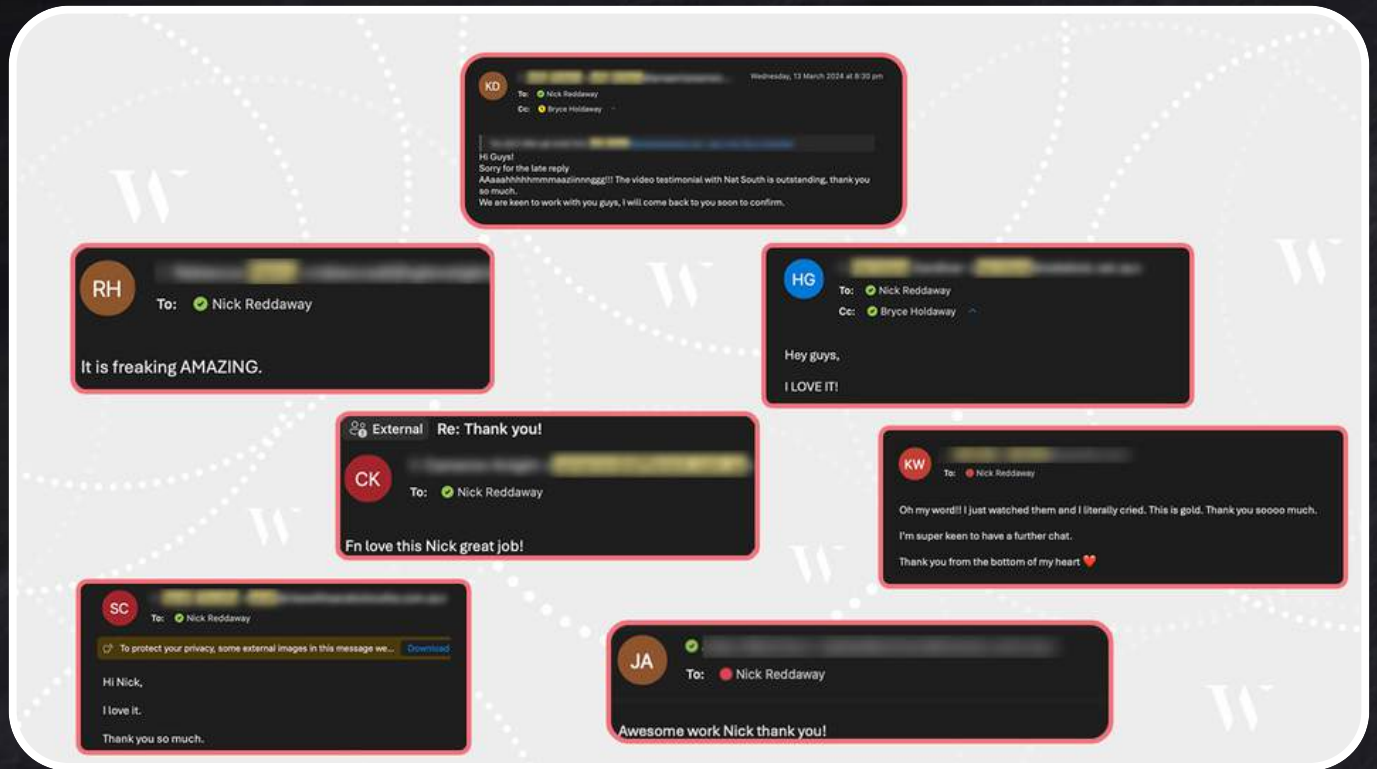
People fear the unknown. Send them a past video so they know what the final product looks like.

*“Here’s a short clip of someone we interviewed recently—this’ll give you an idea of how simple and natural it is.”*

Still no? Cool. Try these instead:

- Audio-only version (off-camera)
- Written testimonial from your interview
- Anonymous video with just voice + stock overlay

# NEED HELP? LET'S TALK



[WINGMANCREATIVE.COM.AU/START](https://wingmancreative.com.au/start)