How To Shoot a Testimonial Video On Your Phone

**How to Hold the Phone**

* Shoot with your phone horizontal
* Get someone else to hold it still for you or use a tripod. Selfie shooting is harder to keep still

**Lighting**

* Move in to a room with lots of natural light
* Turn off the overhead lights (If there are lamps on don’t worry so much about these – the overhead light is not flattering)
* Stand 3 feet away from a window with it on your left-hand side or side hand side.

**Camera Position**

* Hold above the participant’s eye line so they are looking up slightly – this is a more flattering look

**Where to Look**

* Look right in to the lens of the camera on the phone, if you’re shooting selfie mode this is tricky, as the screen will distract you

**Sound**

* Find a quiet room
* Stay, as close to the phone, the mic on a phone is pretty good if you’re near it aim for about 3-5 feet.

Source: <https://businessfilmbooth.com/how-to-shoot-a-testimonial-video-on-your-phone/>

**Video Testimonial Introduction & Questions**

Intro: First Name? Where are you located? And how did you hear about us?

1) What exact problem in your home lead you to call Total Care Restoration? Describe the moment in your own words.

2) While interacting with our business from start to finish, what stuck out the most?

3) If you would recommend us to a friend what would you say?

4) If you could describe TCR with one word, what would it be?

**Video Testimonial Script Example for Customers**

\*By all means these are just examples, please be yourself and apply your experiences to these examples.

**Intro Example:**

Hello, my name is Joe and I am located in Doral, FL. I heard about Total Care Restoration example 1) from a friend example 2) scrolling Facebook example 3) searching Google.

**Question 1 Example:**

I believe it happened after we had a long rainfall but I noticed a wet spot in the ceiling and walls one day. Being a concerned person, I wanted to make sure we didn’t have any roof damage that could cause any serious leaks and eventually mold problems as well. That is when I new I need a water, fire and mold restoration company to asses my property.

**Question 2 Example:**

When interacting with their business what resonated most in my mind was their customer service, attention to detail and cleanliness.

**Question 3 Example:**

If I were to refer Total Care Restoration to a friend, I would say that their account managers made it a seamless, easy and helpful experience from when we spoke with them initially until the job was completed.

**Question 4 Example:**

Example 1: Reliable…

Example 2: Speedy!

Example 3: Experienced.

VIDEO RELEASE FORM

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Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Fax \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If this release is obtained from a presenter under the age of 19, then the signature of that presenter’s parent or legal guardian is also required.

Parent’s Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_