



**CHIROPRACTIC MASTERS
INTERNATIONAL**

STEPS TO MAKING AN AUTHENTIC VIDEO TESTIMONIAL

There is no stronger testimonial than a Video proclamation. Most importantly it's about capturing a natural, believable, and authentic story.

This is your guide to creating a fantastic testimonial.

LOCATION

Shoot the testimonial preferably in front of you mission statement or clinic signage. Most importantly, it must be a quiet, well-lit (with natural light), clean & tidy, attractive space.

EQUIPMENT

You don't need fancy equipment. Using your phone is fine. Just be sure that when you're shooting your video testimonials you turn the phone so that it's horizontal (on its side).

All the places where your video will be seen are widescreen – so you need to shoot widescreen.

Keep the camera steady while you're shooting. The best tool for this is a tripod. But if you don't have a tripod you can steady the camera by holding it with both hands and then bringing your elbows into your chest for support.



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FRAMING

Shoot a bust shot. Most people don't know what to do with their hands, so this takes the pressure off. Have the person do what they are comfortable with – looking directly at the camera or off looking at you.

INTERVIEW QUESTIONS

Have pre-set questions that you ask, then edit them out so that only the answers are audible.

- Start with an Introduction:

Patient: “Hi I’m (name), from (city), and I started seeing Dr _____ (time frame) ago.

Interviewer: “Tell me what your situation was like before you were under chiropractic care.

(What you want is your subject to reveal a challenge or difficulty that they were facing in their ‘before.’)

Interviewer: “What made you decide to get chiropractic care?

(Get the subject to reveal their motivation.)

Interviewer: “What were you thinking/feeling when you first started to see Dr. ____?

(Here you're looking for some healthy skepticism)



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Interviewer: “Was there a moment when you realized that *chiropractic care* was giving you an outcome or benefit that you were looking for?”

Interviewer: “What changes are you seeing now that you’ve been under chiropractic care for _____ time.”

(This is likely to be the transformation part of the story.)

Interviewer: “Is there anything you’d like to say to anyone who is considering to see a chiropractor?”

(This is a great last question that often will elicit something heartfelt.)

WHERE TO USE YOUR VIDEO TESTIMONIALS:

- WEBSITE
- YOUTUBE
- VIMEO
- PINTEREST
- FACEBOOK
- TWITTER
- LINKEDIN
- BLOG
- E-NEWSLETTER

You can either string several testimonial videos together or have a separate video link for each. Either way, include the link(s) to your video testimonials in every blog, e-newsletter or share each special story on your social media.