

Recording a Video Testimonial

Thank you for agreed to record a video testimonial - your experience will not only help colleagues who were struggling like you to find the help they need, it will also give back in an important way:

For every testimonial I receive, I fund 2 speech therapy sessions for disabled children in Moldova ([more information here](#)).

So simply by sharing your experiences, you're helping make the world a better place for these children.

Also, if you would find the below advice helpful for generating your own testimonials from patients etc, please feel free to make a copy and use it.

Anyway, I know it can feel a bit daunting to record a video if you haven't before. So here are some simple tips to help it go as smoothly and effortlessly as possible.

What makes a great testimonial?

- Your tone: authentic, optimistic, and human. Focus on passion, and avoid jargon or technical specifics. Enthusiasm beats information.
- A single clear and powerful message has more impact than details or multiple points.
- Short and sweet - 30-60 seconds is ideal. Up to 90 is still good but limits its use on certain platforms.
- Smile, and speak to the person watching the recording. It may help to visualize them, but look into the lens.

Set-Up

- Set the camera at eye level, not below (you'll like how you look better this way!)
- If you need to refer to notes, that's fine but make it obvious you're doing that with visible head movement and you refer down.
- A smartphone is more than capable of recording a great quality testimonial - you don't need any fancy kit!
- Video quality is not a priority, but try to ensure you aren't backlit (eg with a window behind you)
- Sound quality matters more - record in a quiet environment, preferably with minimal echo.

What 5 points to include

- 1) Who are you? Where you live, your qualification / title
- 2) What context did we work together in? What was the problem you were looking to solve by working together?
- 3) What was my role in helping you? Or what did I do in the context of finding the solution you were looking for?
- 4) What were the results of my assistance?
- 5) What qualities, capabilities or characteristics did I exhibit that inspired you to make this recommendation? Please use a closing statement here: “ If you get help you won’t be disappointed...” “ I would recommend Chris for ZYX...” etc

Example Script

This is just one potential way of wording things - authenticity is important, so please do adapt and make this your own rather than try and stick to anything that seems unnatural

*Hi, my name is _____ and I’m a _____ working in _____
I first met Chris when I was working towards / wanted to _____
Chris helped me by _____
The result of us working together was _____
I can thoroughly recommend Chris, because throughout this process he has been /
demonstrated _____
I know you’ll get great value from working with him!*

Sharing your recording with me

Because of the size of video files, regular email attachments won’t work. Instead, you can either send via Telegram (download the free app [here](#) and add me [here](#)) or use [WeTransfer](#) to send via email.

Thank you again for your support 😊