

Center for Oral & Facial Enhancement



**Create High Impact Video
Testimonials that Deliver Results**

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One of the most effective tools in treatment plan acceptance is video testimonials from existing satisfied patients. Here are some key principles in creating high impact video testimonials:

1. **Be Specific:** Benefit specific experiences are far more interesting to watch and people will better relate to what the testimonial provider is saying, increasing possibility of action. Stay away from general statements such as “doctor was great and staff was friendly”; these testimonials feel like ‘puff’ and carry little weight
2. **Problem-Solution-Outcome:** Have your patient state the problem they had and the solutions that were presented followed by the outcome. The outcome has the most impact in decision making of potential patients. If they like the outcome, they will contact you.
3. **Be concise:** A testimonial should last 30 seconds to 1 minute to deliver the most impact. You can take this up to 2 minutes at most, but no more. This requires content that is clear, concise, and compelling. Proper editing here is essential.
4. **Spread them out:** Spread the video testimonials around your site, increasing the chances of them being seen and the message delivered
5. **Shooting the video right:**
 - Have a cameraman: You need a cameraman for two very important reason. First, so you don’t have to hassle or think about the technical aspects of the shooting and second, so the patient can focus on YOU and not on the lens bearing down on them. Also they will be focused on their conversation with you and hopefully ‘forget’ about the camera.
 - Comfortable location: Use your consultation room with comfortable seating. Avoid the dental chair or treatment room
 - Have good lighting: Poor videos lose audiences. Good lighting is the key to a well shot video. Soft boxes directly opposite the patient are ideal.
 - Seating arrangement: Sit across the patient. The camera should be just to your right or left side and behind you. This way the patient is looking at you but still with good alignment with the camera and the audience.
 - Have the right camera frame: The frame should include the patient down to their waist or slightly higher to mid chest area. If the camera is on your right, then the patient should be on the right side of the frame; If the camera is on your left, then the patient should be on the left side of the frame
 - Sound: a small microphone clipped to patients color area is best. If you don’t have a microphone, then make sure you the room is quiet
 - Use a camera tripod
 - The camera: most current digital photo cameras also take videos with reasonably good quality. But for best results, use an HD video camera
6. **Asking the questions:** No rehearsal; Ask the question to patient and have them response to capture the emotional aspect of their testimonial. This should not be scripted. Never ask a patient to make a statement. Talk to him or her. Look at them. Have them look at you. Have a normal conversation between two normal people. Have your questions ready-to-go framed in a way that they stimulate natural, full sentence answers. Avoid Yes/No questions. Ask open-ended questions and let people riff on about their

experience with your service. And by the way, that's what it is all about: THEIR EXPERIENCE. Not your service or office.

Here is what I say when I interview patients for testimonials:

First, I thank them and tell them this helps to educate potential patients and make better decisions.

Second, I chat with them a little about anything briefly so that we're actually talking to each other. This helps to reduce 'stage fright'

Third, I ask them to look at me and have a normal conversation and ignore the camera.

Then I start asking questions. Here is example of some questions:

1. Can you tell me who you are and what you do?
2. Please tell me what first brought you in and how you felt about your dental condition at the time.
3. Why was it important for you to do something about it?
4. What were your goals?
5. What were your expectations with regard to your outcome and care and how were they met?
6. Can you tell me about some of your memorable experiences during your treatment with regard to service
7. How do you feel right now and how has the treatment impacted your life?
8. How would you describe your overall experience to a friend or family member who might need a similar treatment?

In Summary:

Keep your testimonials short and punchy, with specific content that is directly related to your patient's needs. Focus on benefits or problem-solution-outcome that will grab your viewers' attention and connect with them, prompting actions. Spend time to create a well produced video. Ask the right questions and then edit, edit, and then edit some more. Not to modify the testimonial, but to make it short, concise, and flowing. Let them express their emotions during interview. And don't forget: It's all about their experience.