

How to Create a Great Video Testimonial

Optimal Length: 45 seconds – 2 minutes

Format

1. Introduction (10-20 seconds)

- Name
- Where you live
- Professional background

2. Before (10-30 seconds)

- Explanation of where you were in your life before you became acquainted with Brian's teaching
 - What problems were you experiencing?
 - What weaknesses were you trying to improve upon?
 - What goals were you hoping to achieve?
 - What were your pain points?

3. During (10-30 seconds)

- Which product, teaching, or principle of Brian's did you begin implementing in your life?
 - How did you implement this into your life?
 - For how long?

4. After (10-30 seconds)

- Where are you now?
 - What goal or accomplishment in your personal or business life have you achieved because of Brian Tracy?
 - How has this impacted your life?
 - Give specifics. (Ex. If it has increased your income, state by how much.)

5. Conclusion (5-15 seconds)

- Turn the message back to the product or service you're doing the testimonial for by giving thanks and showing appreciation for the impact it has had on your life.