

# STELLAR VIDEOS: TIPS + SCRIPTS

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We know you're a standout and everybody already loves you in person. But, what if people fell in love with you as soon as they land on your website? Before they meet you in person? **#EnterVideos**

Videos are the opportunity to show your true self. They get strangers to become your bestie before even meeting you!

It works too. Statistics show putting videos on a landing page increase conversions by 80% ([SOURCE](#)). Yowza! Now you don't want to miss out on that, do you? Of course not!

Below, you'll find easy tips and scripts to make stellar videos - your customers will love you for it.

## TOP TIPS FOR PRO VIDEO RESULTS

- ✓ Choose a quiet, well-lit area and be mindful of what is in your background.
- ✓ Speak loud enough for the microphone to pick up your voice. (A lapel microphone is a great, inexpensive solution!)
- ✓ It's okay to have notes, but try to speak from the heart and not look down too much.
- ✓ Remember this is not an infomercial, so loosen up and smile often!
- ✓ Sit comfortably, use your hands when explaining, and imagine you are speaking to a close friend behind the camera lens.
- ✓ Answer the questions directly or have someone ask you the questions while taping.

## INEXPENSIVE VIDEO PRODUCTS

These are products we've used and tested ourselves that are easy to use and inexpensive.

**Mic - \$25** This mic plugs into your phone. While it's not as effective as a professional lapel mic, it DOES amplify the speaker's voice and minimizes some background noise. [Buy it here.](#)

**Tripod - \$20** This tripod keeps the phone steady while filming and is simple to assemble. Its flexible feet contorts into a variety of positions. It also includes a Bluetooth remote. [Buy it here.](#)

**Ring Selfie Light - \$16** This light is simple to use - clip onto your phone and start filming! It's great for customer photos and selfies. [Buy it here.](#)

**Photo and Video Lighting Kit - \$107** This setup is more of an investment but we recommend it for testimonial videos, how-to tutorials, and interviews. We use this kit for our own marketing and how-to videos and it makes a huge difference! [Buy it here.](#)

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## INTERVIEW SCRIPT: INTERNAL

Create a 1 to 2 minute video discussing your service or product. Use this helpful script as a guide!

 **What is [your service or product]?**

*GOAL: Without being too technical, help your audience understand your featured service or product.*

 **Why would your customer need this service?**

*GOAL: Talk about why people want this service or product. What's in it for your customer?*

 **How do people benefit from this service?**

*GOAL: Tell your audience how others have benefited from this service or product.*

 **Why should people act now in using this service to deal with an issue?**

*GOAL: Explain to your audience why you personally want them to get this service or product.  
What are the future risks of not doing so promptly?*

*WAY TO GET  
OUT THERE!*

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## INTERVIEW SCRIPT: CUSTOMER

Create a 1 to 2 minute video interviewing your favorite customers and how your product/service helped them. Use this helpful script as a guide!

## HOW TO REQUEST A VIDEO TESTIMONIAL

"[Name], we've enjoyed taking care of you so much! Are you happy with how things turned out?" [Allow for response]

"That makes us so happy! We find that when others facing similar issues see a short snippet about our favorite customers' experience, they too get a sense of hope and know who to go to for help. Would it be alright to capture a quick, informal video on what you expected and how you feel today? It's just 4 questions and will take about 2 minutes."

 **What was your biggest worry before coming to see us? Did your worry come true, and if not, what happened instead?**

*GOAL: Address barriers + pain points for other customers. Focus on positives (fear not coming true).*

 **What specific things did we do to help you overcome your concern?**

*GOAL: Draw out specific things to look forward to instead of general words like "comfortable" or "fun."*

 **How do you feel about yourself now? Have you received any compliments?**

*GOAL: Focus on the realization of the customer's personal aspirations.*

 **If you were recommending us to your best friend, what would you say?**

*GOAL: Aim for a personal account from the heart. Move the viewer to take action.*