



“TESTIMONIAL VIDEO” SCRIPT

Condition Specific. Short and sweet. Lots of them.

GOAL: Get their story in about 90 seconds - Use the direct script below, or you can simply have them tell their story on camera. (Be sure to hold your smartphone horizontally when you film).

HOW TO GET TESTIMONIALS

- Schedule a follow up appointment 4-6 weeks after treatment, to go over the treatment, see if it worked, and GET A TESTIMONIAL
- The best time to get a testimonial is when someone is happy, or they feel like your treatment worked.
- Don't hesitate to ask someone that has had a good experience to film a quick 60 second video.

SCRIPT OUTLINE

- What's your name? (Or introduce “Hey this is Dr. _____ with _____ and I'm here with _____ - _____ tell us how you found us?)
- Tell us about your _____ pain before you came to see us.
- How did you find us and what made you decide to come in?
- Now you've been working with us for _____ - what have your results been?
- Based on what you've experienced, what would you say to someone who's considering coming in?
- Would you recommend us to others?



“THE DIRECTION VIDEO” SCRIPT

Describe getting to the office.

- Start from the parking lot, point out where they will need to park
- Walk from wherever they park, up to the front door. (Have team members waiting outside the door welcoming.)
- Have the team members show you to the front desk.