



Your Clients Will Do The "Selling" For You  
With These Pro-Level...

## Done-for-You Video Testimonials Direct to Your Inbox in Just 14-Days

Simply introduce us to your client, and we'll (tastefully) take care of the rest!

(And for a fraction of the cost of traditional video production)

Get Started

### Real Examples

## Want Testimonials Like These?



William Whitecloud

*"I can't even imagine what my life would be if I hadn't found William."*

Holly Brisley  
Actress and Film Producer



Property Developer Network

*"Rob will provide you with knowledge, resources, tools and he'll give you a community."*

Krishna Ramadugu  
Property Developer



Speakers Alchemy Network

*"For anyone who's serious about growing their brand or business I would definitely recommend the Speakers Alchemy Network."*

Darren Stephens  
Business Growth Strategist

## Get More Sales With Video Testimonials Now as Easy as 1, 2, 3...

01

02

03

### Marketing Strategy

We gain a thorough understanding of your business to create conversion-focused testimonials that speak directly to your ideal prospects.

### 100% Remote Filming

Simply introduce us to your client, and we'll take care of the rest! 100% remote filming equals an easy 30 minutes for your clients

### 14-Day Turnaround

Your done-for-you video testimonials are delivered straight to your inbox for review within 14 days of filming, satisfaction guaranteed.

Collecting video testimonials has never been easier.  
Simply introduce us to your client, and we'll take care of the rest!

Get Started

## A Well-Executed Video Testimonial Is The Ultimate Form Of Credibility For Your Business

Why?

## PROOF

In today's market, prospects demand to see proof of real clients who were once in their 'pre-purchase shoes' and are now enjoying the results they'd like to achieve.

*Testimonials PROVE we can do what we say we can do.*

This makes video testimonials the ONLY vehicle that allows you to articulate the benefits you offer in your client's authentic voice - effectively, letting your clients do the selling for you.

- ➔ **79% of consumers have watched a video testimonial**  
to learn more about a company, product or service (Wyzowl)
- ➔ **70% of marketers say video converts better**  
than any other medium (Forbes)
- ➔ **90% of user say that seeing a video**  
about a product is helpful for making decisions. (Insivia)
- ➔ **2/3 of consumers say they're more likely**  
to make a purchase after watching a testimonial video demonstrating how a business, product or service helped someone like them. (Wyzowl)
- ➔ **47% of people say testimonial videos are effective**  
because they help visualize how a product or service actually works. (Wyzowl)

Get Started 

## Testimonial Collection Solved Introducing Testimonial Express



The Done-For-You Testimonial Collection Service

Get Started 

## The Testimonial Express Interview Process

Your Customers are in Safe Hands

Our careful approach allows us a seamless customer experience, collecting outstanding testimonials, while simultaneously IMPROVING the relationship with your clients.

 Client Motivation



#### Client Nurturing

We coordinate with your customers, build a solid rapport with them prior to the shoot, and prepare to bring their best on camera.



#### Preparation

We carefully plan and map out the call beforehand to ensure we achieve your objectives without burdening your client with too many questions or pushing the relationship (knowing which threads to pull and which to leave alone).



#### Easy Interview

In less than 30 minutes (being mindful of your client's time) we capture all the material we need to produce a world-class video testimonial. No equipment or software is required, and we coach your client through each question using our time-tested process.



#### Universal Approval

We make sure your customer is 100% comfortable with everything they've shared and obtain their full approval before we start editing the video.

All this combined ensures the very best customer experience.

## A Brand New Type Of Video Testimonial

# Here's How We Do It



The Story-Proof Testimonial Framework

Using "The Story-Proof Testimonial Framework", we showcase the accomplishments of your clients by sharing their story in a way that connects with your prospects and inspires them to buy.



#### Step 1: The Funnel "Hotspots" Strategy

We work with you to identify the hot spots in your marketing funnel where your video testimonials will have the greatest impact.

Each video testimonial package is product-specific and subtly incorporates the major benefits of your product or service as well as addressing the beliefs that stand in the way of your prospects making a buying decision.



#### Step 2: The Ideal Spokesperson

We'll help you finalize your shortlist of testimonial candidates to find the most engaging spokesperson who closely resemble your ideal prospects.

Our video testimonials are designed to appeal to the perfect prospect for the product we are promoting. Building trust, credibility and extinguishing the fear of buying.



#### Step 3: Nurture and Preparation

From the moment you introduce us to your client, our #1 focus is to build rapport and nurture the relationship.

We carefully plan and map out the call beforehand to ensure we achieve your objectives without needlessly burdening your client. We provide your client with a list of questions prior to the testimonial interview.



#### Step 4: The "One Shot" Remote Interview

You only get one shot to create an outstanding testimonial.

That's why we leave absolutely nothing to chance.

We've spent decades developing the perfect set of testimonial questions which we further customise for each interviewee.



#### Step 5: The Video Testimonial Showcase

When it comes to professional editing, your testimonials are in safe hands.

Our team has decades of TV and advertising experience. Like a Mercedes production line, we deliver a highly engaging, professional video testimonial every single time.

High-quality, royalty-free music is



#### Step 6: Distribution and Leverage

Our role doesn't end after we've produced your video testimonials.

You'll also receive our expert recommendations on how to distribute and utilise your new testimonials from initial promotions to closing the sale.

Your new video testimonials can be leveraged across your entire sales

The recording of each testimonial takes just 30 minutes of your client's time. It's produced 100% remotely with no extra equipment or software required.

featured throughout the testimonial video to uplift, inspire and motivate your target customers.

and marketing process.

From your landing pages...to newsletters, checkout pages and as a powerful sales team aids.

Get Started 

## Why Choose Us

# 8 Reasons To Partner With Testimonial Express



### Strategic Marketing Expertise

We are direct response marketers committed to ensuring you see a substantial ROI from your video testimonials.



### 46 Years of Expertise Combined

Our team has decades of experience producing video testimonials internationally for companies of all sizes across all industries.



### 100% 'Done for You' (not software!)

You introduce us to your client and we take care of everything else. Essentially, you get pro-level video testimonials with minimal effort.



### Expert Help Getting a YES From Your Client

We'll help you craft an irresistible, 'pressure-free' testimonial request for your client including win-win opportunities and incentives.



### Fast Turnaround

Your video will be ready within 14 days of filming, slashing the time normally required for traditional video production.



### Transparent Pricing

We offer a fixed-price package to film clients around the world, at a fraction of the investment of traditional productions.



### Dedicated Producer

You will be assigned a dedicated producer to oversee strategy and questions and ensure your clients remain relaxed and confident.



### Testimonial Pipeline

We provide the strategy and tools to identify clients at their 'Moment of Delight' when they are most likely to be open to providing a testimonial.

## Use Your Video Testimonials Everywhere For Maximum Impact

We provide expert advice on how to use your new video testimonials throughout your sales and marketing process for maximum impact.

### Video Testimonials Can Be Leveraged For:

- Facebook, YouTube ads
- Email promotions & case studies
- Email footers & super signatures
- SMS messages
- Sales collateral
- Proof at checkout pages
- Landing pages
- Podcast audio snippets
- Trade shows
- Automation campaigns
- Brochures
- Newsletters
- Social media posts
- Sales team aids



Your Video

# Testimonial Includes



## Professionally Edited Video Testimonial

Your professionally edited video testimonial will be conversion-focused to amplify the power of your sales and marketing.



## High-Quality Royalty-Free Music

High-quality, royalty-free music is featured throughout your video testimonials to uplift, inspire and motivate your target customers.



## Product Image Overlay Footage

Your company's images, PDFs, screen captures and web pages are incorporated into the video to reinforce the core story and branding.



## Custom Titles To Match Your Brand Guidelines

Choose your favourite lower third title graphic to reflect your company's branding and colour scheme.



## Unlimited Revision

Within 14 days you will receive your video testimonial for review and notes. Your satisfaction is guaranteed.



## Raw Footage

You get to keep the unedited raw video interview footage to archive for future use.

## Are You Ready To Order?

Please watch this video to find out...



Book Your Done-For-You Video Testimonial Below

SILVER	PLATINUM	GOLD
Save 45%	Save 25%	
\$ <b>3,000</b> USD	\$ <b>5,000</b> USD	\$ <b>4,500</b> USD
1 x Testimonial Package	3 x Testimonial Package	2 x Testimonial Package
<b>INCLUDES</b> Professional Edited Video Testimonial High-Quality Royalty-Free Music Product Image Overlay Footage Custom Titles To Match your Brand Unlimited Revisions Raw Footage	<b>INCLUDES</b> 3 x Professional Edited Video Testimonials High-Quality Royalty-Free Music Product Image Overlay Footage Custom Titles To Match your Brand Unlimited Revisions Raw Footage <b>PLUS</b> Multichannel Graphics Package* 2 x Graphic Written Testimonials 3 x Social Media Quote Cards 1 x Testimonial Email Signature	<b>INCLUDES</b> 2 x Professional Edited Video Testimonials High-Quality Royalty-Free Music Product Image Overlay Footage Custom Titles To Match your Brand Unlimited Revisions Raw Footage
<a href="#">Book Silver</a>	<a href="#">Book Platinum</a>	<a href="#">Book Gold</a>

\*This price includes the biggest savings

# Frequently Asked Questions

Here are a few answers to our most common questions

- Why testimonials?
- How do I know if I'm ready to order?
- What exactly is my role in the process?
- How much does a remote video testimonial cost?
- How long will the process take?
- Will you help me ask my clients for a video testimonial?
- How many products/services can be featured in each video testimonial?
- How can I be sure my clients will have a positive experience?
- What if I haven't decided yet which product or service I would like to promote using testimonials?
- How long does the remote interview with my client take?
- Will you help me choose the best testimonial candidates for my product or service?
- How can I be sure you will capture the important results we've achieved with our clients?
- What is your industry experience?
- Is my finished video testimonial edited?
- How many testimonial subjects can be filmed/interviewed at one time?
- Will you help us find where video testimonials will have the greatest impact in our business?
- Are video testimonials superior to reviews or written testimonials?
- Where can my testimonials be used?
- What if my client is a no-show or cancels their interview?
- What happens if I don't give you all of the information you need to commence the project?

