VIDEO TESTIMONIAL CAPTURE SHEET

Purpose: Capture authentic, story-driven testimonials from attendees that highlight the transformation they experienced at your event (or inside your high-ticket offer).

Step 1: Warm Welcome

Start with a smile. Put the attendee at ease. Say something like:

"Thanks for sharing your experience. This will help others just like you who are thinking about attending!"

Step 2: Quick Setup

- Check lighting (face lit, no shadows).
- Check sound (quiet background, mic working).
- Frame shot (mid-chest up, centered).

Step 3: The Four Core Questions

Ask these one at a time. Encourage full, story-like answers (not just yes/no).

1. **Before**
   "What was your business or life like before this event?"
   → Capture challenges, frustrations, or struggles.
2. **Decision**
   "What made you decide to come to this event?"
   → Capture why they said yes, what drew them in.
3. **After/Result**
   "What is your business or life like now, as a result of attending?"
   → Capture breakthroughs, clarity, wins, new opportunities.

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4. **Recommendation**
   “What would you say to someone considering attending this event?”
   → Capture peer-to-peer encouragement, emotional closing line.

Step 4: Bonus Prompts (Optional)

If they seem comfortable, ask one or two extras:

- *“What was your biggest ‘aha moment’ from this event?”*
- *“How has your perspective changed since being here?”*
- *“What excites you most about what’s next?”*

Step 5: Closing

Thank them sincerely:

“That was fantastic, thank you! This will really inspire others.”

Tip for Videographer/Staff: Keep each clip under 2 minutes. Capture energy, enthusiasm, and emotion more than perfect wording.

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