

Completion Plan – Video Testimonials

- 1) Increase the level of authenticity by recording when you're concluding a client training session.
- 2) Ask the client to discuss the goals they reached and why your gym is different.
- 3) Before recording, tell the client what you're going to ask and ask them what they plan to say.
- 4) Don't do a talking head video. You and your client need to be engaged, articulate, and comfortable in front of the camera. Have the client exercising during the video. Even if its just walking on the treadmill.
- 5) You will have to send a strong message in the first 10 seconds. Lead in with a strong and interesting statement to entice the viewer.
- 6) Include new information in each video. Time, budget, mindset, support, or a physical limitation are usually obstacles that clients have to overcome.
- 7) Make sure you include the name and location of your gym in the video title so that it is picked up during Google searches.
- 8) Use before and after photos right after the introduction of

the video. After the photos are shown give your client an opportunity to speak.

9) Use this timeline:

First 10 seconds: name and location of your gym with a compelling statement.

Next: before and after photos

Remaining time: you and your client on camera. You asking some questions about how they got results, what obstacle they had to overcome, and why your gym is different.

Have them exercising on a treadmill or doing bicep curls or whatever easy exercise you want to use. This is going to create more interest for the viewer and get them to watch longer.

Total time: less than two minutes.

10) Do one of these videos per week and include it with the exercise, and educational videos. Send email blasts, post on Facebook and your website.