



S3 Testimonials GUIDE

This guide will walk you through how we get our video testimonials, who we have edit them, and how we leverage them in our marketing and sales systems. Examples can be seen/viewed at:

<https://www.shoshinconsulting.com/speaker/>

And my LinkedIn profile at:

<https://www.linkedin.com/in/shawnrhodes/>

Part 1: Before/During Your Next Talk

- A. Get an HDMI Video camera and a mini tripod (your smartphone will work IF you can film 60+minutes on it without the battery dying. We've learned a 'HandyCam' does a great job).
- B. Set the camera/mini tripod up on a front table, ensure it has a great view of the stage, and hit record.
- C. Deliver your talk with the camera rolling.
- D. The moment you leave the stage and get done shaking hands with the folks who bumrush the stage, grab your camera off the table and find the person who hired you (the higher up in the organization, the better).
- E. Ask them how the talk went. If it went well on your end (you delivered well – it doesn't matter if anything went wrong with the AV team, house lights, etc.), you should feel confident asking this question.
- F. If you receive a positive answer, say to them: "If you wouldn't mind, could I get a few seconds of you saying that on camera (show them the camera in your hand), because I find it really helps other organizations hear it from folks like you that are responsible for all this (wave around at the entire room w/ chairs, tables, etc.)."

One of three things will happen here, you'll get a 'Sure!' in which case, move onto the video filming portion of this guide. You might get a 'Sure, but find me later.' So find them later and move onto the video filming portion of this guide. Once in a blue moon you'll hear, 'Sorry, I can't for XYZ reasons ...' in which case, find the next person down or as a last resort, an audience member and move onto the video filming portion of this guide.

Part 2: Filming The Video Testimonial/Getting Site Images

- A. Get your video subject to a quiet spot away from speakers, loud crowds, etc. A blank wall with good lighting is idea. Stay away from being in front of windows.
- B. Tell them the script they should follow. Say something like, “These work best when you open with ‘I’m (NAME), the (JOB TITLE) of (ORGANIZATION). We just saw (SPEAKER NAME) present to us at (NAME OF EVENT), and here are the things I know will value the audience, takeaway 1, 2 and 3 ... I recommend you also bring in (SPEAKER NAME) for your next event!’”
- C. Count them down before recording like you see on TV, by saying, “We’re recording in 3, 2” and mouth the word ONE while you hit the record button. Hold the camera steady by bending your knees. You only need them from the chest up in the camera frame.
- D. A quarter of the time they’ll ask for multiple takes because they mess up/get nervous. Humor them and do as many as they want, and have fun with it!
- E. Take your smartphone and get pictures of any event banners/screens/images with the name of the conference/your speaker name on them. Bonus if you can get someone to take a pic of you interacting with the crowd after the talk/signing your books.

Part 3: Editing The Testimonial

I edited my testimonials until I found someone to do it for me. Highly recommend you use Qmovie at Fiverr. Tell them I sent you and you want something similar to my testimonial vids. If you’re a video editing whiz or want to bootstrap, here’s the flow I use in FinalCut Pro, Imovie, etc.:

- A. Start with a pan on the still image of the event banner/event logo.
- B. Fade in on the DM introducing themselves and saying that you delivered a great talk. Titles work well here of the DM’s name/job title.
- C. As soon as the DM starts talking about you, the speaker, keep their voice and the ambient noise behind it but transition to you being on stage so the folks who view the videos can see the speaker they’re talking about (you DID remember to follow the process and videotape yourself speaking, right??) You don’t need any audio of you speaking, so split the audio from the video portion of you on stage and delete it – it’s not needed.
- D. If the DM goes on for a while, transition to different points of your talk where you took up different positions on the stage, gestured, were animated, had everyone raise their hands, etc.
- E. When the DM has about five seconds left/is rounding up, transition back to them speaking.
- F. Complete the video with a transition to a contact slide/still image of you and ways to reach you/book you for speaking.
- G. Drop some ambient/upbeat music underneath the video with fade ins/outs. Upload it to YouTube with the name of the DM/their job title as the video’s title.

Part 4: Leveraging The Video Online

A. Your Website:

Drop these videos into the 'speaking' page of your website. Stack them up – every talk you do should generate another video. Also create a 'parentless' page with just this video on it (explained below).

B. On LinkedIn:

Create a new 'position' for every event you ever spoke at, list the association/company as your employer and link the testimonial video there as a media link. Post it as a stand-alone post that your network can see as well!

Part 5: Leveraging The Testimonial Videos In Sales Convos

- A. We rely on these videos heavily in our 'Advanced Could Not Reach Campaign', where a conversation has stalled/our other marketing efforts are being ignored. It's based on the idea of providing a personal introduction between two peers, and the email swipe files are as follows:

Email 1:

Subject: Introduction To (Testimonial DM Name), of (Testimonial DM assoc acronym)

Email text: Hello, (Exec. Dir Name)-

I always appreciate being connected to peers in my industry doing great things, and thought you'd get a lot out of being in touch with (Video testimonial association DM's Name) from (Testimonial DM assoc acronym). We worked alongside them recently and they mentioned they'd like to connect to other leaders in the association industry.

Happy to arrange that for you. What's the best day/time for you for that intro and we'll arrange the connection?

Look forward to talking soon!

Shawn Rhodes,

Improving Organizational Performance

(813) 833-5059

[*A 3-Minute Clip Of Shawn's TEDx Talk*](#)

[*Newly Released, Pivot Point: Turn On A Dime Without Sacrificing Results \(Affiliate Link\)*](#)

[*Shawn Featured In The Wall Street Journal, INC, and Forbes*](#)

[*Shawn's Nationally-Syndicated Business Growth Column*](#)

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Email 2: (If no response to email 1)

Subject: Passing Along (Testimonial DM Name), of (Testimonial DM's assoc acronym)'s Message

Email text: Hi, (Exec. Dir Name),

As I mentioned in my last email I'd like to connect you with an executive in your industry who I have a lot of respect for, and who understands the time and work that go into something like your (Month) July event *(Event Name) Annual Fall Conference & Expo.

When I told (Testimonial DM Name) I'd like to connect him with folks like yourself, he said he'd be happy to share exactly how he's seeing their best speakers impact (Assoc. acronym)'s (EX:ASQ'S) members at their recent conferences.

He even made a video for you here: [Michael Dzick ASQ](#)

I'll reach out soon via phone to see what you thought of (Testimonial DM Name)'s recommendation.

Of course, feel free to contact me prior by phone or email. Alternatively, you can schedule the meeting yourself just click (Speaker's Calendly Link or Acuity Link) and access our calendar directly.

Look forward to talking soon!

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Email 3 (If no response to emails 1 or 2)

Subject: I'm PUMPED - Here's why...

Email text:

Hi, (DM NAME),

Sorry we weren't able to to arrange a time between your and (TESTIMONIAL DM)'s calendars for a 1:1 connection, I know they were pumped about sharing the ways they're uniquely leveraging their speakers to ensure their members actually use what they learn at events. While (TESTIMONIAL DM) and you are busy - we're happy to hop on a quick call at your convenience and share what (TESTIMONIAL DM) would have shared that will definitely add value to your (Associations Acronyms Event) this (SEASON) in San Diego.

Let me know when you're free this week and we can discuss the trends that (TESTIMONIAL DM) will tell you are massively affecting their member retention and attendance in (Industry name or relevant associations).

When is the best time for us to catch up for a brief call?

Thanks for letting me know,

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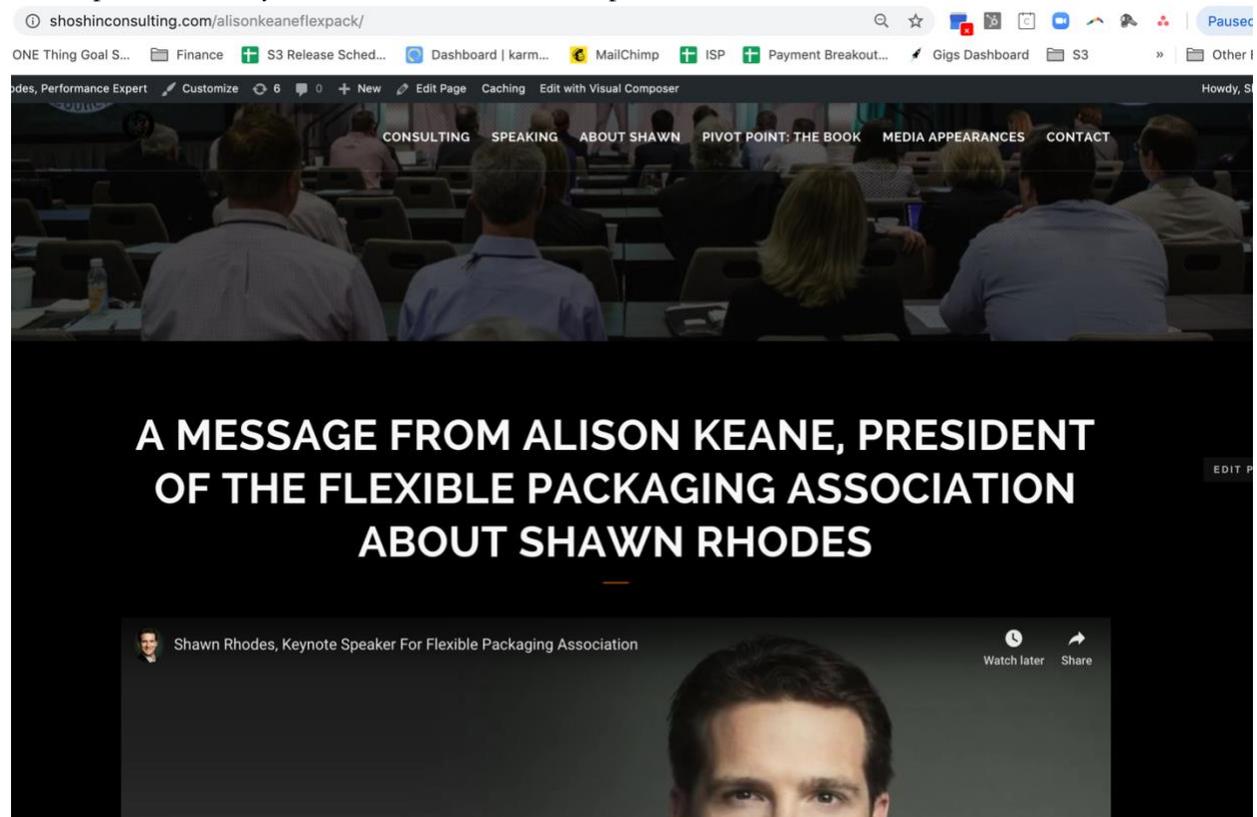
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B. Stand-alone videos:

Each video testimonial should also live as a stand-alone webpage on your website that isn't linked through a main menu. Anyone with any wordpress skill whatsoever can create a template that you can duplicate for all your videos. Here's an example of what one of mine looks like:



When you get enough of these, you can organize them by industry. If you ever have a prospect in the same/a similar industry, they make great pieces to leverage as the DM on the video is likely someone your prospect knows/has heard of. Here's what my catalogue of these looks like by

industry so I can find them easily and insert the links into emails:

Manufacturing:	
Alison Keane, FLEXPACK	
Michael Michaud Hydraulic Institute	
David Powell, National Assoc Floor Covering Distributors	
Lou Komet, PPC	
Government/Military:	
Chris Perrine USMC	
Education/University/Youth Market	
Laura Cruz, I3 Conference	
Communications/Data	
Shirley Bloomfield, NTCA	
Banking/HR	
Linda Overton and Nilayna Medina RIFCU	
Nate Shannon SHRM	
Bryan Gatlin CUNA	
Packaging	
Lou Komet, PPC	
Linda Casey BXP	
Alison Keane, FLEXPACK	
Business/Networking	
Mike McNally, Vinoy Business	
Heather Kasten/Lauren Ruth Lakewood Ranch	
Building Management/Construction	
Mary de la Fe BOMA	
Internal Company Events	
Linda Overton and Nilayna Medina RIFCU	
Drew Marshall, CI Group	
Jim Brummet Cherry Bekaert	

C. And of course, these videos can be used to confirm someone's decision to either book a meeting with you in the future to discuss a keynote or as a way of confirming the great choice they've made.

Here's an example of an email script that we use to confirm a calendar meeting that's just been set between us and a decision maker:

FTA Booking Confirmation Email

Good Morning/Afternoon, (DM)-

I just sent through a calendar invite for the date and time we discussed, please let me know if you haven't received it. We're excited to learn more about your (CITY) event this (EVENT MONTH), and sharing what we're seeing the best events do to improve attendee experiences.

In the meantime, I wanted to connect you with a peer in your industry, (TESTIMONIAL PERSON NAME), the (TITLE/POSITION/COMPANY/ASSOCIATION). They asked me to share this link with anyone considering using Shawn as a keynote speaker:

If you'd like me to personally introduce you to them and chat about the experience they had working with Shawn, happy to do so. Looking forward to our discussion on (FTA DATE) where we'll be calling you at (PHONE NUMBER), and please don't hesitate to reach out via phone/email with any questions. Have a great day!

Sincerely-
SIGNATURE