

## **Testimonial Questions**

### **5 Questions to ask to get powerful testimonials**

These questions are designed to help your customer tell their personal story.

Powerful testimonial videos are ones that tell your customers story. The story of how your product helped your customer to overcome their burning problem to achieve their goals.

### **Why this works:**

Stories resonate deeply with all of us. When listening to a story viewers are far less critical and are much more empathetical with the person on screen.

The story structured testimonial video lets your viewer identify with the happy customer in your testimonial, it shows in context precisely how your product works and through the short story proves that your product works.

People remember stories far better than raw statistics and endorsements.

### **Questions:**

#### **Question #1 Character:**

What is your name, what is your business and what do you do?

#### **Question #2 Tension:**

What were your goals before you found our product?  
Why was it so hard to do?  
What would be the consequences of not achieving x goal?

#### **Question #3 Hero Moment:**

How did you discover our product?  
What did you think of the product when you found it?  
What made you purchase the product?

#### **Question #4 The happily ever after:**

What do you think about it now?  
How do you use it?  
How has that helped you overcome the difficulties in question #2?  
What is your business able to achieve with our product?

#### **Question #5 Call to action/Moral To the Story:**

What would you say to someone considering this product?