

HOW TO FILM

MY AVTEQ TESTIMONIAL

WHY DOES AVTEQ WANT MY TESTIMONIAL?

Your testimonial is invaluable because it showcases the authentic experiences of working with us. Instead of just hearing from us, potential clients get to hear a real, unbiased story that demonstrates what sets our services apart. Your voice helps build credibility and connection in a way that only genuine feedback can.



OKAY, HOW DO I START MY VIDEO TESTIMONIAL?

- Start by introducing yourself and your company to give your testimonial credibility and help viewers relate to you.
- Then, share the specific challenge you were facing before working with AVTEQ—this helps set the stage.
- Next, explain why you chose AVTEQ. Was it our expertise, reputation, or something unique about our offerings that stood out?
- Describe how we solved your problem, focusing on the steps and strategies we implemented, and any collaborative efforts along the way.
- Finally, share the positive outcomes and transformations—how you felt after the solution was in place, including any memorable quotes or experiences that make your story more heartfelt.

IS THERE ANYTHING ELSE I SHOULD CONSIDER?

There are a few key things to keep in mind for a great video.

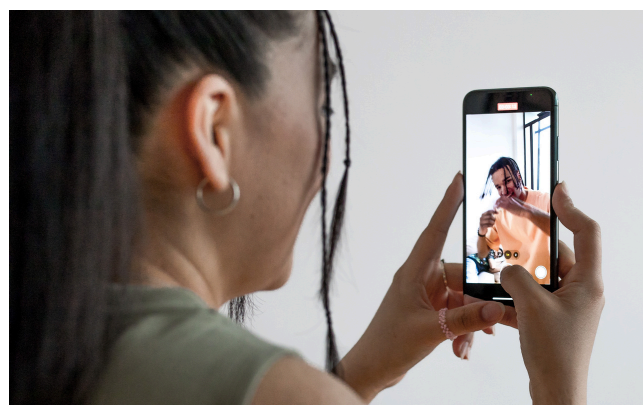
- First, lighting is crucial—try to record in the middle of the day for natural light that flatters your client.
- Next, choose a quiet, tidy space for the background; you don't want anything distracting from your client's story. For the video format, make sure to mount your camera horizontally to capture the best shot.

Small details like these can make a big difference!



WHERE CAN I SEE MY TESTIMONIAL?

Thank you for taking the time to create your AVTEQ testimonial! Your story helps us showcase the impact of our solutions and connect with others, and it will be featured on our website and social platforms. We're excited to share your unique perspective.



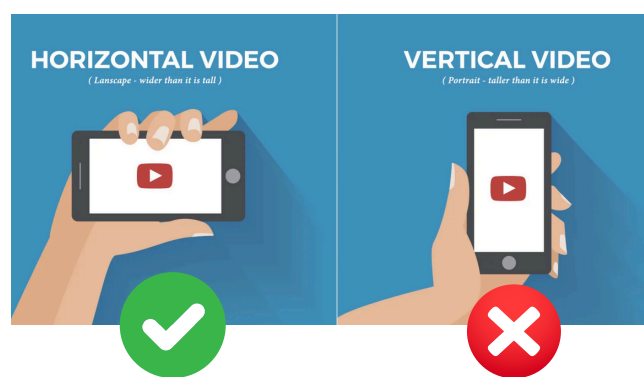
WHAT MAKES MY VIDEO A GOOD TESTIMONIAL?

A good testimonial feels natural, clear, and relatable. Focus on sharing your genuine experience. Choose a comfortable setting, and speak from the heart rather than reading a script. If possible, show how you use the product to make it more engaging. The key is to keep it simple and authentic.



CAN I DO IT WITH MY SMARTPHONE CAMERA?

Yes, you can definitely use your cellphone camera! Today, most smartphones and external webcams record high-definition video, so you're good to go. Just make sure to use a tripod to keep the video stable. If you can, adding a high-quality microphone will really improve the sound and make your testimonial even more professional. It's all about making the most of the tools you have!



HOW CAN I MAKE MY VIDEO TESTIMONIAL STAND OUT?

To make your video testimonial stand out, keep it short and captivating. While people are willing to watch videos, only about 25% stick with it if it's longer than 20 minutes. Aim for around 2 minutes or less to keep our audience engaged. A concise, impactful video will leave a lasting impression!



THANK YOU