



CHIROPRACTIC (GENERAL)

## A Chiropractor's Guide to Video Testimonials: 6 Easy Steps

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It's no surprise that video is a rapidly growing medium on the Internet. Part of that expansion of video is product/service reviews and video testimonials. Video testimonials are an excellent medium for chiropractors because they instill trust, provide information, attract a broad audience, and give insight into what it's like to be a patient at your practice.

Gathering testimonials can become a simple and effective process in your practice if you take the right steps before you begin. In this article, let's review six steps you'll need to follow in order to gather video testimonials.

### Step 1: Getting Started

Often, the biggest challenge is just getting started. Create a checklist of the things you will need and work your way down the checklist. In order to start collecting video testimonials, you will need to make sure you have everything listed below:

1. *A smartphone or video camera* with high-quality video capability.
2. *A tripod* for your smart- phone or video camera. If you do not have a tripod, a sturdy table is a great substitute.
3. *A high-quality microphone or audio equipment*. Audio is essential to a video, so make sure it is clear. If you are using a smartphone or video camera, test the audio quality. If the quality is clear and audible, then you will not need a separate microphone. If the quality is bad or the audio is too low, you can purchase a clip microphone fairly inexpensively.
4. *Proper lighting* that is neither too dark nor too bright. Experiment with the lighting by adding lights and taking away lights to make sure the subject is visible and does not look shadowy or like a zombie.

5. A *clean and uncluttered area* to shoot video. The setting should not distract from the subject. Keep the setting area clean at all times, and remove any and all patient information out of the video frame. Do not shoot any video outside.

Once you have gathered these materials and set up the filming area, keep it ready to go during business hours. The first rule of successfully gathering video testimonials is to be prepared. Being prepared will enable you to quickly and efficiently collect testimonials from satisfied patients without inconveniencing them.



## Step 2: Identify Candidates

Identifying patients to approach about providing a testimonial regarding your services and practice should be both a formal and informal process. The formal part of the process is strategic and includes

either meeting with your staff (if you have staff) or sitting down by yourself to review your patient base.

During this process, look over your patients (or discuss them with your staff) to see who has had a lot of success with your practice or whom you feel is a loyal patient.

Note these patients and simply ask for a testimonial, stating that you notice they have had success under your care.

The informal aspect of identifying patients for testimonials is based on a gut feeling. If you or your staff hears a patient state how great they feel or how happy they are with your services, simply ask them on the spot if they would like to share their experience.

Ideally, both an informal and formal approach will generate the broadest range of testimonials.

### Step 3: Get a Release

As part of your preparation for gathering testimonials, be sure to draw up a short testimonial release form. The intent of the form is to let the patient know you are filming their testimonial and plan to share it on your social-media and You Tube channel. It basically works as an acknowledgment on the patient's behalf of what the end goal is for the video.

Keeping the release form very brief and to the point will reduce any uneasiness on your patient's behalf and ensures the process of filming is efficient.

Once the patient has agreed to provide a testimonial, explain that you will be sharing it online and ask them to sign the form. Be sure to keep the signed form in the file to track who has provided a testimonial already.

### Step 4: Ask for It

Many people feel awkward or uncomfortable asking clients or patients to provide feedback, even clients or patients who are extremely happy and thankful. Be genuine and straightforward when asking for a testimonial. Here is a sample testimonial request to give you an idea of how to politely ask for a testimonial:

"I'm glad that you are having success with our services. It would mean a lot to me if you would share your experience in a short video. We would love for potential patients to hear what you think about us."

In most cases, satisfied patients will be happy to share their experience with your practice. However, not everyone will agree to provide a testimonial. Often, people are shy or very private. If a patient turns you down, be understanding and thank them for their time. Never hold a grudge against a patient for not providing a testimonial.

### Step 5: Film Testimonials

You've done all the preparation and found a patient willing to provide a testimonial. It's time to shoot the video. Don't provide a written script to the patient; just ask them to share their experience. Advise them to speak slowly and clearly. People have a tendency to speak really fast and low when they are

nervous about being on camera. By simply asking that they speak slowly and clearly, their speech will often turn out to be a normal cadence. Let them know that you would like to keep the video to 45 seconds or a minute at most.

Before you roll the camera, let the patient know you would like them to pause at the beginning and end of the video for editing purposes. In the world of professional broadcasting, camera operators will start rolling video and then do a silent 3-2-1 countdown to the subject from behind the camera. This can easily be done in your practice and ensures that nothing is lost or cut off from the video.

If necessary, film a couple of takes of the testimonial, but don't worry about getting it perfect. Online users expect video testimonials to be more candid and off-the-cuff rather than professionally produced and seamless. Allow the patient to review the testimonial if they would like to. That's a wrap!

#### Step 6: Show Appreciation

Don't forget to thank the patient for their time and their testimonial. Even if it only took five extra minutes of their time, they have just provided you a great service.

It's not a good idea to give the patient anything as thanks, since that will make it seem like you "purchased" the testimonial. If you feel that a thank-you in person is not enough, write a handwritten note to the patient and mail it to them.

That's all there is to it. Don't be intimidated by video because it's a different type of medium. To get comfortable with the process, practice on staff, family or friends. Film their testimonials to familiarize yourself with the process.

After gathering a few testimonials, you'll be a pro and can streamline the process for maximum efficiency.