

Video Testimonial Checklist

The following checklist will give you easy to follow directions for shooting a great testimonial.

The Shooting Area

It's recommended that the video shoot take place indoors in a distraction free area. Avoid going outside. Review the following when choosing an area:

- Area is indoors
- Area is distraction free
- Area has lots of light
- Area has decent background to shoot
- Area has no noticeable background noise

The Actual Video Shoot

Make sure you have your testimonial questions prepared ahead of time. If you're unsure what to ask, a good standby question is, "Why did you choose to live at [Insert Community Name]."

As for the video camera itself, you can use your smart phone, flip style video recorder or real video camera. A tripod is strongly recommended. If you don't have a tripod, find a flat surface to rest the video camera on (we're trying to avoid a shaky video). Review the following when you're ready to shoot:

- Mount video camera to tripod
- Resident is featured from waist/chest to head on video screen
- Resident is sitting down (more calming for resident than standing)
- Background behind resident is decent
- Lights are on, window blinds open
- Shoot a practice run with resident
- Ask question, pause, and let resident talk
- Playback to check for good sound
- Shoot real testimonial
- Playback testimonial and review for quality

Checklist compliments of:

RESIDENT **360** 