

## Testimonial Shoot Worksheet

### The Shoot

- Set up the camera as illustrated and hit the video record button and just let it go. Post-production editing will remove the parts that won't be part of the final video. That's why you pause after each answer. There's no action, take 2 or cut if ya know what I mean.
- The interview begins by asking the first question. Have a hand signal to close off the answer to that question and then pause before you ask the next question. If you want to redo an answer just begin again.
- Then just keep going until you've completed the interview. This is about being natural and sincere while being brief.

### Preplanning

Give the questions beforehand so the interviewee can anticipate how they'll answer them.

#### Interviewers Role – Asking the Questions:

Introduce yourself

Tell me where you were at when you realized/discovered you were having a health challenge?

What were you experiencing in your life?

If you have a doctor's report with a medical diagnosis, read it.

If there were medical options, you were pursuing or considering explain what they were and how you were emotionally struggling with your options.

What symptoms were you experiencing? How long have been experiencing them?

How were you introduced to the AVINI Products?

How did you start?

How long did it take before you began experiencing positive results?

What happened next?

Where are you today?

Summarize your emotions today. How do you feel about the experience?