

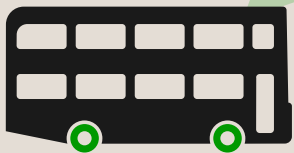
# THREE EASY QUESTIONS TO GET EFFECTIVE CUSTOMER TESTIMONIALS

Video testimonials are an amazing way to showcase your product or service in a way that relates directly to your target customer. These three questions will help you get the most from your video.



## 1. Tell us about you and your business.

Give your client the opportunity to talk about themselves. This gives them a chance to promote their business in a way that will engage other clients in the same industry.



## 2. How has our product/service helped you?

Ask them about a specific feature of your business and how it affected them. It's OK to provide some guidance, such as repeating the company name.



## 3. Why would you recommend our company to others?

Asking for the recommendation is the most important part. This provides an emotional hook and clear call to action for prospective clients.

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us today!**

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