



Get Clients Now Podcast

Episode #354 with Ken Newhouse

354: Storymonials are created using cognitive neuroscience, behavioral economics, storytelling and subliminal sales strategies to get clients to do the selling for you. Ken Newhouse reveals how to create and deploy these NEW and effective social proof selling video testimonials

Getting attention in the marketplace and getting the attention of clients and prospects has become more challenging than ever. To stand out in the marketplace so you can get clients and make sales, you're going to need a more-effective strategy.

Storymonials is a NEW tool that can help you make more sales in the Covid-19 crisis by helping you bridge the trust gap; grab and hold your prospects' attention; prove that you're marketing message can be trusted and motivate them to give you money.

Today is episode #354 of the Get Clients Now podcast and on today's episode you're getting access to one of the cornerstone trainings in our Storymonial system. Today's training is going to show you my exact process for getting outcome-based video testimonials from your clients. I'll talk more about why this process is important to you in just a moment but first if you're asking yourself what's a Storymonial let me explain.

The closest thing that are related to Storymonials are outcome-based video testimonials but the comparison is superficial at best. In fact, the best



illustration I could give is to say that Storymonials are to outcome-based video testimonials are like what my iPhone 11 Pro Max is to my first flip phone. When the flip phone first came out years ago they were the best thing going but when I compare that same flip phone to my iPhone it's a superficial comparison at best because the iPhone is much more advanced. The same thing can be said when comparing Storymonials with outcome-based video testimonials.

So, quickly, let me tell you about Storymonials. They're created using a proprietary process I created that incorporates the most powerful persuasion elements of story Metaphor, hypnotic selling and social proof and what makes Storymonials so incredibly powerful is that "The Get Clients to Do The Selling For You!" Everybody knows that now more than ever as our economy has been shaken to its knees by the Coronavirus Crisis the Trust Threshold you have to cross the "trust bar" you have to bring prospects over before they'll pull out the credit card and give you money is higher than it's been in our lifetime.

So, as getting the attention of your prospects getting attention in the marketplace has become all but impossible you're going to need an advantage you're going to need a process you're going to need a tool you can deploy that bridges the trust gap grabs and holds your prospects attention gives them confidence and that what you're saying can be trusted and relied upon and the ONE THING that can do that consistently is Storymonials.



In fact, Storymonials are so effective that they literally “Get your clients to do the selling for you.” Now, we simply don’t have the time to go into everything involved in creating Storymonials on today’s show but I do have time to tell you what THEY ARE NOT.

Storymonials are NOT testimonials in fact I can guarantee that unless you’re one of the clients I’ve tested these with or you’re a customer or patient of these clients you’ve never seen anything like a Storymonial or the process for creating them. I’ve invested almost three years in this process and while NO ONE could have anticipated the current Covid-19 Crisis it’s created the perfect environment for testing and proving that Storymonials can work for you that Storymonials can “get clients to do the selling for you” in any economy and in virtually any industry or niche. I say “virtually” because as everybody knows there are some niches where people have literally run out of money and they’re bankrupt. So, after seeing your Storymonials prospects are literally begging to buy your stuff it’s not going to matter if your entire industry has disappeared.

So, back to today’s episode and what it’s about. Today’s episode is one of five trainings included in the Storymonials System and this is where we teach you how to get powerful outcome-based testimonials NOT Storymonials testimonials which are NOT the same thing.

“OK Ken if Storymonials can get Clients to do the selling for me and they’re not only different from testimonials but far, far better why are ON TODAY’S Episode are you teaching me how to get testimonials on video?”



Great question: I'm showing you my process for getting powerful outcome-based testimonials on today's episode because:

1. You can and should be using them "right now" to help you sell more stuff
2. They will hands down increase your conversion ratio
3. This process is an integral part of the Storymonial System and at some point you want to learn this process so you can deploy the Storymonial System in your business.

So, what I'm giving you today is part of a System that you can only access by paying for it and I'm giving it to you today 100% FREE. It makes sense to me to give away my best stuff because if you decide to use it test it for yourself see that it works and that it can help you get clients and sell stuff like right now you'll get great results and you'll be able to make up your own mind and know that what I'm telling you about Storymonials is true. OK the clock is running and I'm ready to get started so if you're ready let's roll!

TRAINING BEGINS

Hey everybody Ken Newhouse here and we're gonna pick back up with the training where you're learning how to deploy "social proof selling strategies" the process that let's your clients, customers and patients "sell it for you" so you can have new prospects coming into your business or practice PREDISPOSED to saying "Yes!" . PREDISPOSED to giving you money! and in this second video I'm going to show you the step by step process for getting video testimonials from your existing clients, customers or patients - And I'm going to show a process we've honed and perfected



over the last 20+ years so you can get incredibly powerful social proof based videos quickly and easily And then once I've taken you through these steps I'll show you **several of the best, most-effective methods** for using your video testimonials so you can get tons of new business and - So you can have prospects coming into your business **“predisposed”** and ready to buy what you're selling **BEFORE** they've met you **or** seen your sales presentation which is awesome! -

Now, before we get started - I want to remind you of **the number one reason** you want to **get and deploy video testimonials** from your clients, customers or patients - Which is this: --

You want to use video testimonials so you can let your existing clients, customers or patients **“Sell It For You”** You want to use video testimonials - so you can have prospects calling and coming to see you **“predisposed”** and **“ready to buy”** what you're selling - so you can enjoy a sales process that is easy, effortless and fun! --

Now, there's a pretty good chance that you've seen video testimonials before -- - Maybe you've seen them online on television on a DVD or whatever, right? -- -

And if you're like me there's a pretty good chance **that you weren't impressed by them** So before we dive into today's training - I want you to know that most of the testimonial videos people use are lame and ineffective and to help you **understand** - What powerful social proof selling video testimonials look, sound and feel like - I've included a handful of examples from my private clients and members. - I'm including these



specific videos to demonstrate **that you can have your clients shoot their own videos for you** in a lot instances - which means that you can get amazing testimonial videos quickly, easily and with minimal effort. Check out these examples about 4 minutes' worth and you'll see what I mean. **my testimonial video plays here.** --

Now, The **#1 MOST-IMPORTANT** fact I want to impress upon you today, is this: - What your clients, customers or patients **say about you** - and what they say about the outcomes you have helped them realize are *incredibly* important - And in fact it's **100 times more important** than what YOU SAY "about yourself" in your marketing and advertising. --

Most high-level marketers and business owners understand this - but **virtually no one knows** that - there is an additional component that ALL effective testimonial videos have - and this is the reason why - most of the video testimonials your competitors create and deploy don't work. --

They don't work because they're missing this additional component. - See It's **not only** what people are saying about you on your testimonial videos - it's **how** they're saying what they're saying - about **you** and **the outcomes you have helped them realize.** --

And SO, how they say what they're saying - can in and of itself - have a dramatic effect on whether or not - prospects **will buy** from you. - So, the way the person giving your testimonial gives sounds is just as important as what he or she says in the video. --



See, here's the deal. -- - People your prospects will put labels on you before they ever hear what you have to say. -- - Now, if we know this to be true -- - if we know that someone's going to give us a label, the minute they hear someone talk about us - the minute they check out our website - the minute they see us or hear our voice -- - that means we have a choice. -- - We can choose to deliberately **create** the label that they give us! -- -

Imagine if you had control of the way that people perceive you - your products and services - or your brand - **before** they ever had a chance to see your offer. -- - Imagine if you could **engineer the label** that you wanted them to assign to you - and *cause them* to assign that label to you - before they ever even had a chance to buy anything. --

You could actually cause them to *want your products and services* - before you even tried to make the sale -- - **which** if you do a good job of that - You can **totally eliminate** the need to be highly skilled at selling!

That's why in video #1 I said: ***I'm the worst salesman in the world*** - but I'm still able to sell a lot of things. - And MY SECRET for selling lots and lots of stuff in the marketplace - is in being able to **implant** and **create** those labels - with social proof based testimonial videos - and **TRIGGER** those implicit internal decisions in my prospects. - And on today's training - I'm going to show you **a foolproof system** of how you can do that too. --

Now **the reason** You want to use Social Proof Selling in **your** business is so you can:



- GENERATE MORE LEADS
- Get “MORE” Prospects
- Increase conversions
- And when MORE people are saying “YES!” to you in your sales presentations obviously you’re going to Make More Sales!, right? You’re also going to
- Enjoy more referrals
- Which will make your business or practice consistently MORE profitable --

So, If you’re ready to learn how you to put video testimonials - And the power of social proof selling to work for you in your business -- - Let’s Roll!

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So, the first thing we want to do is get the Big Picture of this process -- - And we’ll do that from like a 30,000-foot view - Which will allow us to break this process down into bite-sized chunks - so you can implement it **quickly** and **easily** And the way we’re going to do that is by using what’s called - The Escape and Arrival Framework. --

And with the escape and arrival framework we start from where you are now - Where you’re NOT getting video testimonials from your existing clients, customers or patients and that means - you’re **NOT** leveraging the power of the Social Proof Sales system in your business and you’re making **far less money** than you could be. --



And I'm going to take you over here on the right side of the framework - Where you're getting video testimonials quickly and easily from your existing clients, customers or patients - which means you'll be putting the Social Proof Sales system to work for you in your business. --

So, what we need to know is how to get from the left side of this framework *over here* to the right side of the framework - and that's EXACTLY what we're gonna do right now. --

We'll start by drawing a line from the left over here to the right side like so --
- And then we want to start adding in a line for each of the Milestones we'll have to achieve - In this process and in this process - There are a total - Of eight milestones -- count silently to four - That we have to cover. OK so now that I've drawn those lines on the framework pretty fancy don't you think? --

Now we're going to start adding the descriptions in for each of our milestones and our first Milestone is to decide on the outcomes you want your testimonials to produce - and the way you do that is to think about and write down as an example the ten **most common reasons** prospects won't book appointments with you -- and the ten most common reasons that prospects who sit through your sales presentation give - For NOT moving forward and giving you money So, those are just examples. --

What you want to do here is you want to figure out the primary reasons people either don't choose to do business with you versus your competition



-- why they don't choose you versus some other option and **why** after sitting through your sales presentation they say "NO!" or "I want to think about it!" -

I would also figure out why some people don't refer and others do - and then once you've figured out all the reasons prospects end up NOT choosing to go with you and why some of your existing clients DON'T refer -- you'll have a list of ideas to create your "desired outcomes" from. - So, as an example if a good percentage of your existing clients aren't referring others A great outcome for that would be to create a handful of social proof sales videos that inspired people prospects and actual clients to refer to you. -

Make sense? OK and then the second milestone - Is where you'll need to craft and write targeted questions for the interviews. -- See, once you decide on the outcomes you want your video testimonials to produce you'll use those outcomes to write your questions And let me just throw something out here to you because this is very, very important and its' this: -

The quality of your questions ALWAYS determines the quality of the answers you get. So you want to think through the outcomes you want on your videos and then write interview questions in way that when they're answered - your clients will give you exactly what you're looking for. So, as an example -- If I were a dentist and I knew that approximately half of my new patients were terrified of coming to the dentist - I would identify a



couple two or three of my existing patients who initially came to me well “terrified” and after a few visits with me they realized: “Hey Dr. Ken isn’t gonna hurt me or whatever this isn’t so bad after all.

And so I would craft a question for that particular outcome something like this: *“Mary you were terrified when you first came in to see me as a new patient and you had actually been putting off coming to the dentist for two years because of that fear so, take a minute or two and tell me about the fear you had BEFORE you became my patient And how you were pleasantly surprised when you discovered that in Dr. Ken’s office there’s never any reason to be afraid. - Talk about how I’ve never hurt or caused you pain and everything has gone swimmingly well, right? -*

And so that’s a quick example of how that process works. Step # 3 in this process is - To choose the optimal candidates to be interviewed for your testimonial videos which based on what I just told you should be very, very easy to do. - Having said that make sure to do your due diligence here because this is one of the Milestones, I see people making the most mistakes. -

They get lazy and rush through the process of figuring out who their best candidates are - and their mistake occurs when they overlook one or more people that could give them what I like to call “Million Dollar Social Proof Sales Testimonial Videos”. You know earlier I gave you an example of how to formulate questions and if I continued with that example - Where I was a Dentist and NO I’m not really a dentist I’m pretending in this



example - but let's go back to that patient who when she first came to me was literally "terrified" of going to the dentist. --

A Great example of a Million Dollar Social Proof Sales Testimonial" on video would be when in this case a patient said: *"When I first came to see Dr. Newhouse it had been over two years since I had been to the dentist. -- I had had a terrible experience with the previous two dentists I saw, and I was terrified to go through that kind of pain ever again. -- So, I waited and waited and kept putting it off and finally My best friend Sally told me about Dr. Newhouse. -- She told me that he had an incredible chairside manner that he was a great listener he was kind and caring he never made her feel "rushed" . And he NEVER caused her even the slightest discomfort. She believed in Dr. Newhouse so much and that he was the perfect dentist for me and my needs that she volunteered to take the afternoon off work to go with me.*

So, I made the appointment and came to see Dr. Newhouse and I was freaking out! I literally felt like I could throw up at any moment - but then something happened. When Dr. Newhouse finally came in the room to see me he instantly put me at ease. He did my exam and then showed me that I had two cavities. That sent the alarm bells off in my head again -- But I agreed to let him fix them quite honestly because I was more afraid of having to have a root canal or even losing them. I have to say in spite of my fears Dr. Ken never hurt me not once. It was the most pleasant experience I've ever had at a dentist's office. And now, I'll NEVER be afraid to go to the dentist again as long as the Dentist is Dr. Newhouse!" -



Now, that is a Million Dollar Social Proof Sales Testimonial! -- And what most people don't realize whether you're a dentist, a consultant, or a small business owner whatever -- chances are excellent that you've got several of those kinds of stories just waiting to be shared by your clients, customers or patients.

So, don't rush through step #3. OK moving on to - Step #4: Which covers the various methods you can use to invite you clients, customers or patients to do the interview - and the strategies you'll use to entice or better "reward" them for participating. "YES!" I said "reward" them. You're not paying them money to do this -- but their time is valuable just like yours and you've got to set this up right if you want them to participate.

Remember: You delivered a service to them or sold them a product and they paid you for it and that means you're in fair exchange with that person - And it would be a huge mistake entering into this believing that somehow this person "owes you" something. **NOTE TO KEN: Tell Rob Elder's lame story here about how you can't put a price on optimal health and how patients owed him a testimonial**

Now, if you don't have ANY Social Proof Sales Testimonial Videos yet one of my favorite strategies for getting a bunch of these at once is to hold a "testimonial contest" -- where you send out an announcement to your client list that says something like this: -



“SPECIAL ANNOUNCEMENT: In An Effort To Improve The Service We Provide To You and In An Effort To Make Your Experience As Delightful, Exceptional and as Memorable as Possible We’re Having A Contest! And YOU Can Win! We’re going to be giving away a variety of prizes but the person who has the best, most-compelling story about working with us and we can use it to make our business better for you is going to win the GRAND PRIZE! and then you’d have a link to a page on your website that said something like: [Read here for details](#) or whatever --

And then on your webpage you list how they can enter what they can win the rules and guidelines for how the contest works the dates and times you’ll get getting their “feedback” on video - and then a link to a page where they can schedule. A couple quick suggestions you’ll want to follow so this can work for you:

- Get excited about this so your staff and your clients will get excited too!
- Make sure you offer COOL i.e., “Quality” prizes. Every person who participates should win something like a \$5.00 Starbucks gift card or whatever and then I would have three or four NICE prizes like an average-sized flatscreen TV - nothing too huge but nice so have stuff like that then I would have one GRAND prize like a weekend trip or a cruise or something. Let me quickly mention that I go into this in specific detail in my NEW training “Social Proof Profits” but you can give away an enormous amount of cool stuff without spending a dime of your own money and you do that by setting up Joint Venture relationships with



other business owners and professionals - If time permits I'll dive into this later in the training. OK next

- Number 3 When clients ask you questions about it tell them that interviews are done in private, in a quiet setting and that it's going to be "totally relaxed" "Like you and Stephanie the interviewer are sitting down like a couple of friends having a cup of coffee at Starbucks." -- just like with public speaking people can get a little skittish when you set them down in front of a camera so you have to let them know that it's a totally laid back process -- You have to let them know before you start that you'll probably make a mistake or two while you're interviewing them and so if want to re-phrase an answer or whatever that's totally OK. -- You want to remind them that the video is being recorded and it's NOT "live" so again it's like we're two friends sitting down at Starbucks to chat. OK next
- #4: The interviews for the contest should occur over a couple week period. Be sure to give plenty of advanced notice to your clients. People are busier than ever today so you've got to plan ahead give them plenty of advanced notice and keep reminding them all the way up to the day of the interview. OK the last element in this Milestone is
- #5: Send MULTIPLE notices to them and use a variety of media to contact them. Email, snail mail, voice blast, text, etc.. --

OK let's jump back to our timeline and look at the next Milestone on the list which is - Milestone #5 the actual process for doing the interviews and everything that's involved. And the process of doing the interviews and doing them correctly begins with - STEP #1: the equipment you'll need to capture your videos -



If you want to get set up and ready to capture high-quality videos of your clients the first thing you'll need is a video camera. I use my iPhone 11 Pro Max but any smart phone with Hi-resolution video will work just fine. The key ingredient when selecting your camera is this --

The video it captures and then exports needs to be formatted for use online and every smart phone that's two years older or newer has this capability. We used to use the FLIP camera but the quality of video from my iPhone even my older iPhone was so much better that we stopped using them a long time ago. The goal is to get you up and running as fast as possible so in this training I'm not going to go into all the different types of video cameras you can use. I'll cover that in SOCIAL PROOF SELLING the advanced LIVE training I'll be doing online with you. -

The next piece of equipment you'll need is a tripod. And in my experience a tripod made to go on a table or flat surface works best. -- I know that a few of our Dentist clients actually use the handheld "camera stick" because they're often getting testimonials from patients while they're sitting in the dental chair and there aren't any flat surfaces they can set up a regular tripod on. The person who shot this video didn't use a tripod so once I start the video I want you to pay attention to how much the camera moves around and how distracting it is. -

PLAY THE VIDEO -- Unless you're filming patients in a place that doesn't allow it like our dentist clients filming patients in the dental chair USE a tripod so the camera doesn't move around! Movement distracts people



and it's irritating and then lastly, you're going to need - A laptop or desktop computer. If you've got a newer iPhone you can use Garage Band to edit the video right on your phone and possibly do something similar on an Android phone but if you don't, you'll need a laptop or desktop even a tablet to edit the videos which we'll cover in a bit. OK, the last thing I'll mention about your camera and your tripod is this: It's needs to be set up and ready to go so that when you bring your client into the room to shoot the video you aren't fumbling around setting up equipment. -

If at all possible, leave your equipment set up in a dedicated space or room. If you have to use the room for dual purposes, MARK the spot where the camera and tripod go with a small piece of colored tape. Also, put small pieces of colored tape on the floor so you know exactly where your subject will sit or stand. OK moving on to - Step #2 which is lighting. Getting your lighting right is ESSENTIAL to producing high-quality, outcome-based video testimonials and as an example if you get an amazing video from one of your clients but the lighting is all wrong and you can't see their face -- You'll find that few people will hang around long enough to watch and listen to the awesome things your client has to say about you, your product or service. So, the first question we need to answer is this: --

Do you need to buy a professional light kit? and my answer unless you're filming in a dungeon or whatever is - NO! in most cases you do not need to buy a lighting kit . In fact, in spite of the fact that you can buy a really nice lighting package on Amazon for less than \$200 I'm going to suggest that you hold off on buying the lighting. As long as your room has a decent light coming from above and - As long as you don't BACKLIGHT the



person on video which if you don't know what I'm talking about means that you don't want to put the person you're filming/interviewing in front of a bright window. If you do this, you won't be able to see their face including their facial expressions which are critically important. --

Instead all you will see is a dark blob-like outline of their body and head and the bright window or light in the background will dominant the video which is lame. To me this is common sense but you'd be surprised how many so-called "intelligent" people make this mistake. So the key to great lighting is this: -

Make sure that the light source is coming **from above** and/or behind you the interviewer and you want to do this so that the light is shining "ON" the face of your subject. You don't want to blind them or anything like that. But **you do** want to make sure that their face is well lit on the video. OK moving on to - Step #3: Make sure to shoot your video in a quiet, distraction-free environment as much as possible. Do you know why professional television and radio stations have noise proof rooms for their work? -

It's because they know that background noise distracts viewers from focusing on the video and if the people watching your videos aren't focused and attentive they're not hearing the testimonial - and if they're not hearing the testimonial you're not leveraging the power of social proof, Right? --



Now, in this next example video, I'm actually training the doctor and his office manager how to interview a patient on video. -- I wanted to show them the difference between a video shot in a quiet room versus shooting a video in a noisy environment like the one you're about to see which is INCREDIBLY irritating because of all the background noise and this video is a great example of WHY you want to shoot videos in a quiet, distraction-free room or area. Once I have the staff close the door, the noise level drops dramatically -- But I would still like you to shoot videos in an environment even more quiet than it gets here when we close the door whenever possible. One thing I'll quickly mention before the video plays is that the lighting is great! a nice contrasting wall behind him with a nicely lit room illuminating his face. The room was lit with only the light in the ceiling PLAY THE VIDEO

OK moving on to - STEP #4 which has to do with the "camera angle" **and** the positioning of your subject on the video. I'm going to play another short video clip for you, and as you watch I want you to think about **the camera angle** and the position of the subject in the video. Now, after the video plays, I'll run through a couple of important points with you. PLAY THE VIDEO – slowly count to 1, 2, 3 -

OK what about the camera angle or ***the subject's positioning*** did you notice in this video that could have been done better? Bingo! The first thing you notice is that the camera is LOWER than the subject - and this can create significant problems for you for a variety of reasons the most important of which is ***that it makes your subjects look heavier*** which is a



nice way to say “fatter” on video -- - So, to get this right make sure that the camera is at a slightly higher angle filming at a 3 to 7 degree downward angle.

This will not only keep your subjects’ double chin from jumping out on the screen - but it will oftentimes make your heavier subjects look thinner on camera which will result in your interviewees being much happier with the finished videos and THAT is always a good thing. -

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I can’t stress how important these little nuances are as an example we had clients on two separate occasions where they got fabulous videos from their clients - but the client refused to let them use the video ***in each case*** because the camera angle ***was off***, and the client felt liked they looked “fat” on video! In both cases, a second video was never obtained, and the opportunity was lost. -

Something else you’ll notice in this video is that the subject’s head and body are cut off. Now, you don’t need to get your subject’s entire body in the video like from their head down to their feet - because then the camera would be too far away and you wouldn’t be able to see facial expressions clearly but you do want to get them from say the chest up and get all of that part of their body in the video. OK the next thing I see isn’t that big of a deal in this video - But in many of the videos I’ve seen it’s a big problem. Notice in the upper left of the video a file rack with papers in them. Not a deal killer by any stretch - but I’ve seen videos with boxes and clutter piled up behind the subject and in one case a guy that owned a collision center a body shop that repaired damaged vehicles shot a video with a poster hanging behind the subject -- -



And the poster was of a very scantily clothed woman if you could call it that. The woman was wearing a cut off t-shirt with half boobs hanging out the bottom . Cut off very short jean shorts and cowboy boots! -

Not the kind of backdrop you want in your videos!.. Now I'm going to get ahead of myself here for just a moment and point something out that's a BIG "NO-NO" - And it's this: The interviewer's voice should NEVER be heard in the video. In this case, not only was the interviewer's voice left in but the girl doing the interview wasn't personable she didn't try to put the subject at ease - - didn't try to engage in conversation to relax the person in this case a dental patient and you could tell she didn't put any real effort into doing the interview correctly. We'll dive into this in a few minutes but suffice it say that if your clients, customers or patients are going to do this for you - give you a testimonial and their time you should approach this process with the highest level of professionalism possible. These videos Reflect DIRECTLY on you and if you or your employees approach this process with apathy - you'd be better off not doing them. OK now that we've covered the technical stuff let's dive into the process of going awesome interviews! --

Let me just start with an emphatic "YES!" there is a RIGHT Way to do this and about a BAZILLION "WRONG" ways to do this so let's take a quick look at each step in the process. -- - I'm going to run through these pretty quickly so please pay close attention. These methods have been tested thousands of times and the strategies and steps I've included for you are



the ones that have been proven in the trenches to work. - It's like baking a cake: Leave an ingredient out or change something and your cake will not taste as good as mine even worse you run the risk of ruining your cake. -- - Remember: Not only do you want to get a compelling testimonial video out of each interview but you want the experience to be exciting and fun for your client. If you're unsure of yourself or if you're unorganized or if you forget to charge your battery or whatever you might end up looking like a moron - - So take this process seriously and when can you do this right these videos will help you make more money than you ever dreamed possible. OK here are the steps you want to follow for doing a great interview --

First tell your subject that you want them to imagine that the interview is more like "two friends sitting down at Starbucks chit chatting over a nice hot latte" so the conversation is VERY relaxed - and if "YOU" the interviewer screw up or if they "the interviewee" screws up it's all good! You'll just redo the question and answer NO PROBLEM! -- Next tell them that each time you ask a question you need them to hold off on answering until AFTER you have asked the entire question. Additionally they need to answer you in a COMPLETE sentence because you're going to edit your voice out of the video! This is Critically important! -- To make sure that your subjects answer you with complete sentences get into the habit of telling them to "incorporate your question" or your "statement/question combination" into their answer. Here's an example of what I might ask one of my clients in this process an example of how this works when you're asking a straightforward question:



“In percentages or average monthly revenue tell me what your average monthly revenues were BEFORE you started working with me six months ago -- and then tell me in the same sentence how much they have gone up since you started working with me” -

My client would then answer by saying something like: *“Our average revenue for the two quarters before we started working with you Ken was \$110,112 a month. -- We’ve been working with you now for six months and our average revenue over the last three months has been \$131,437 per month.”* -- You can also use the technique I referred to as the “statement/question combination”. Here’s how you would use that technique and then get them to deploy it in their answer. --

“You know Mike, the numbers you reviewed with me before we started working together weren’t terrible in fact they were better than most people in your industry. -- You guys were averaging \$110,112 a month in gross revenue when we started working together. We’ve been at this now for six months and your average monthly revenues over the last 90-days have increased just over 19% and we’re just getting started” -

“90-days from now your monthly revenue should have increased another nine or ten thousand dollars if not more which is awesome! Now based on those stats -- - So, take a minute or two Mike and tell me how much your business has grown and describe additional growth we can see on the horizon for your business now that you’re a client of mine.” -



My client would then answer by saying something like: *“Since I started working with you six months ago Ken my business has seen a 19% increase in monthly collections which we achieved in 90-days – and over the next 3 to 4 months I can say with the utmost confidence that our monthly revenue will have increased by over 26% from when we started working with you.”* --

I'd like to point out an additional strategy I used there that you DEFINITELY Want To Deploy and I used that strategy when I preframed my question by - Telling the subject EXACTLY how long his answer should be. You want to use this strategy with everyone because it prevents them from rambling. OK The next step in this process is to make sure that -- You never ask more than one question at a time! If your subject misunderstands your question and starts to give an answer you weren't looking for use a “pattern interrupt” touch them or use their name till they stop speaking then tell them that you need to “re-ask” the question and have them start over.

Now as I mentioned you don't want the subject starting to talk and answer your question while you're still talking the same goes for you. NEVER start talking - whether it's to get them to expound on their answer or to start your next question never talk while they're talking UNLESS you're using a pattern-interrupt and trying to keep them from rambling. --

The reason you don't want them talking and you don't want to be talking while the other is talking is that you CAN'T separate the voices if they



overlap and the finished product - meaning your FINAL video should NEVER include your voice in it. NEVER!!!

OK the next important element in the interview process is to - Get the subject to include the name of the doctor, business owner and/or business in one or more of their answers. Here's an example of how that would work. First, ask the subject your question:

“Jim take a minute or two and tell me what makes Dr. Jones different from the other doctors you’ve seen in the past and why that’s important to you” and then your subject “Jim” would answer by saying something like: *“The thing that makes Dr. Jones different from every doctor I have seen in the past is that he actually listens to me. -- He always explains things to me, and he does it in a way where he’s talking to me like an “equal.” Even though I’m the patient Dr. Jones never talks down to me. The other doctors did talk down to me and it really turned me off. -- I’ve always resented the way doctors talk to me but not anymore. Dr. Jones is the most authentic, professional doctor I’ve ever been to.”*

OK It’s time to talk about one of the MOST-IMPORTANT elements in this entire process which on our timeline is - Milestone #6 Which is “How to get KILLER outcome-based Social Proof Sales videos” from your clients. “OK I already gave you one great example of an outcome-based testimonial

Now that I’ve covered that example with you I’m going to run through important instructions so you can create the most effective outcome-based



Social Proof Sales videos possible. -- In these next several slides, we're going to look at actual testimonial videos our clients made. I'm using a combination of correctly done videos and ones that were done incorrectly so you can experience how to do this right. -- So, the next thing you'll want to recommend to your subject takes place at the introduction and this is where - You want to instruct subjects to use their first name only. Subjects tend to run their first and last name together and because you want to give them a certain degree of anonymity you've got to tell them up front to only use their first name. So your question to get them to introduce themselves would go like this: -

“OK Alex. The first question I have is for the introduction so take about 15-20 seconds and introduce yourself by telling me your first name -- what do you do for a living and if applicable what is the name of your company?”

In most cases, self-employed people love to share the name of their business. Not all employed people want to share that which is OK.

So, Alex might answer by saying: *“My name is Alex and I've been an electrical engineer for 14 years now.”* Let me quickly mention that if it's relevant and if your subject doesn't care ask them to say their age as well. NEVER ask a minor how old they are and make sure to tell a minor you're interviewing if they're a student to leave out the name of their school. So, here's an example of someone who did it wrong and they let their interview subject say the first and last name. -

You don't want to use the last name and because it's very difficult to edit make sure to leave out the last name. Watch this video and you'll instantly



know what I'm talking about here. **advance slide and watch the video. Click when it's done** --

The interviewer did an excellent job stopping the interview subject when he didn't follow directions then redirecting him by telling him to answer in complete sentences. The problem, however, is that she didn't have him use his FIRST NAME ONLY!!! Argh!!! OK in the next video, we're going to see WHY your interview subjects have to answer in COMPLETE sentences here we go: **click to play the video** --

The interviewer Mary didn't follow my instructions and allowed the patient to answer in an incomplete sentence. REMEMBER: We're going to edit the interviewer out - so if your interview subject is answering in incomplete sentences you'll have an incoherent, non-sensical video when you're done. A Total waste of time. -

In this next video the interviewer isn't following the instructions we outlined in the Video Testimonial System but for the most part the interviewee is unwittingly picking up the slack and giving great answers. -- **Play the video then click to advance** In this next video the interviewer and the interviewee are talking over each other. When this occurs, the video is useless. It's impossible to edit overlapping voices. **Play the video then click to advance** In this next video the interviewer is asking more than one question at a time. This is obviously a mistake. Also, note all the



other “NO-NO’s” that are occurring in the background. -- **Play the video then click to advance**

In this next video the interviewer did a horrible job by completely ignoring every instruction they were given. This is a useless video and a complete waste of the subject’s time. **Play the video then click to advance**

In this next video the interviewer does a decent job and the interview subject does pretty good too -- **Play the video then click to advance** Can’t use all of this video but there’s enough here that can be used effectively!

One additional thing I’d like to note is that the “interviewer” DID NOT instruct the patient being interviewed at least “on camera” to answer in complete sentences but it still worked out. And in the final video I’m going to show you today - you’ll see how Clear Choice Dental used every element from the Social Proof Selling Video Testimonial Training Beautifully! We haven’t offered the training to anyone other than clients but you’ll learn more about it after this last video **Play the Clear Choice video then click to advance**

OK . Now let’s head back to our timeline and look at - Milestone #7 Which is Editing the videos best-practices. You have to edit your videos so that they’re short sound bites. You also want to include inspirational music in the background, and you want the interviewer’s voice to be completely removed. -- We’ll cover the editing process in greater depth in a bit. Our next and final Milestone on our timeline is - #8: Deploying and using your Social Proof Sales Testimonial Videos online and off for maximum effectiveness. Certainly you’ll want to use these videos on social media on



your website in your office and in the various and specialized forms of media I've discovered so you can wield what lawyers call a "Preponderance of Evidence" Which is an OVERWHELMING amount of evidence and in this case it's an overwhelming amount of Social Proof evidence on video where your clients, customers or patients are doing the heavy lifting where you "**Let them sell it for you**" --

So if you'd like to be able to generate leads and attract new prospects at will And if you'd like to make your advertising, marketing and sales process easy and effortless And if you'd like to learn how to let your clients, customers or patients "do the selling for you" - and if you like the kind of stuff I've shown you today -- I have something really, really cool for you.

The training video you've been watching today is part of a campaign to generate interest - and build value for a new class I'm releasing called -- Social Proof Profits. Social Proof Profits is arguably the single most effective training you can get on how to use - Social proof in your video testimonial and sales videos In your ads online and offline In your marketing campaigns online and offline In your sales presentations -- In your Storytelling for business - And in your communications like your email on your website on social media marketing collateral you hand out and so many more that we just don't have time to mention here -- and do it in a way that makes your entire marketplace feel like they know, like and trust you - in multiple ways not just the way I'm showing you here -- and it also shows you how to use the Sales Control Marketing methodology to sell



things to those leads -- and that is a very, very new and very, very cool type of marketing - that simply did not exist back when I first began deploying these methods twenty-five years ago Most of these methods and the technology we have access to today didn't exist then.

So in Social Proof Profits I'm going to teach you my most advanced strategies - where you will learn how to utilize the great psychological strategies that have been proven time and time and time again by real marketing masters - And then we're going to integrate cool modern tech stuff with it - to make it even more effective like 10 X - The tech stuff is easy tech stuff. I do all my own. - It's usually like press buttons and drag and drop type of stuff. So if you want to be thought of **as** the **GOOD GUY** in your marketplace - and if you want to **really attract** not just prospects -- but if you want to attract clients, customers or patients - and if you want to learn how to **turn** those prospects into clients, customers or patients - in a way that they find **that it's valuable to them** even in and of itself -- meaning that they find your marketing to be so good that they actually feel it's something of value - kind of like the way you hopefully feel about this video, right? --

If you want to learn how to do that, then Social Proof Profits is for you. It is not for sale right now - and you will get an early notification of when it's available If you want to!.. -- and you should see - under this video a little button where you can click it and you can opt in for my early bird list. Now the reason you're gonna to want to do that is twofold. Number one, you can get early notification of when this goes on sale so you can beat everyone else And #2: this class is going to have very, very limited



seating because I'm going to teach it live - and what that means is every week I give you lessons on how to build this machine that sort of fuels your sales and drives your business - and after each lesson on every week we have a group Q and a call. --

So, because those calls are going to be live meaning that you and I are going to be on the phone with the rest of your classmates - and I'm going to answer your questions directly and literally help you with **exactly** what's going on in your business as it relates to this stuff -- I can't have a ton of people in the class.

This is my first major promotion in over two years. -- Every single promotion I've ever done that is in this style has sold out within a matter of days -- So I think it's very likely that this one's going to sell out as well . I'm sure you don't really care about my promotions personally -- but if you want more of this and if you really want to take what you think is cool in this video and 10X it - to a level is just ridiculously effective - and that has literally made just millions, literally millions of dollars in sales in my business personally - and if you want to see things that probably nobody in your marketplace has ever even considered - that can really help you be the number one person in your market - *forget about* number one in sales but let's think about *number one in Goodwill* -- *number one in **celebrity*** -- *number one in brand value on top of the sales*, right? -- If you **want** that type of outcome, I strongly encourage you to take this class. Now, like I said, it's not for sale right now, but if you opt into the early bird list, you will get early notification - and you will get a first crack at it **above** and **beyond** the rest of the general public. -



I have just a few dozen seats available in this first live class and as of last month I had over 82,000 people download my podcast - So, that should give you some indication about the size of my list just from the Get Clients Now podcast -- And that's only ONE of my lists! -- and other people are likely sending people to this class as well other affiliates other thought leaders within the marketing space. So anyway, enough of the pitch there. Listen: If you like this! you would really, really like Social Proof Profits You could make up your mind whether you want to buy it later - but at least get in on the early bird list so that you can find out about it and *get a* jump ahead of the rest of the crowd. --

Okay. Anyway, I really enjoyed making this video for you. I love making all of these types of videos and tutorials for you - and I really appreciate the fact you watched it and I appreciate your attention. folks like you allow me to live really my dream passion, which is to do and talk about and study marketing for a living. -- So I am really, really appreciative of you and I thank you so much for your attention. -- So get out there, use this template, test this strategies out. Let me know how it works for you. -- I'm really, really excited to hear your success stories. All right, so thank you so much. All right, so thank you so much. I look forward to seeing you soon.
Bye