



## How to Create the Perfect Testimonial Ad

### FILMING SET UP

Vertical filming with iPhone or DJI Osmo Mobile. The patient should be seated 4-5 feet from the camera. Front lighting. Mic'ed up. The office logo should be in frame or something that represents the office.

### STRUCTURE FOR THE AD

1. **Visual Hook:** testimonial-style video in front of an office logo filmed in a DENTAL setting.
2. **Hook:** Encourage the patient to state their PROBLEM. This will ultimately be the first thing in the ad. Example: I was afraid to go out in public because of my smile. Or I never ate in public because I was worried my teeth would fall out.
3. **Skepticism:** Encourage the patient to discuss their fear of being unable to get any work done. Any skepticism about the procedure. This is used to build tension, spark curiosity, make damaging admissions, or establish credibility.
4. **Epiphany:** But then I heard about (doctor's name) and (practice name). You want them to say they were afraid until they found your practice, then go into how they achieved their dream outcome.
5. **Call to Action:** Encourage the patient to express it in their own words. You want them to recommend the doctor and the practice. Example: "I would definitely recommend that people schedule an appointment to see Dr. Nick."

### QUESTIONS TO ASK THE PATIENT

#### Capture The Hook

- Did your teeth ever hold you back socially, at work, or in photos?
- How did you feel about your smile before this treatment?
- What was life like before the procedure?
- Could you eat?
- Could you smile at events?
- Did you avoid eating things?

#### Capture Skepticism

- What skepticism did you have?
- Were you afraid of getting veneers done?
- Were you afraid of getting surgery?

#### Capture The Epiphany

- Why did you choose to go with (doctor's name)?
- What was your experience like during the process?
- How did you feel about the office?
- How do you feel about your smile now?
- How have your friends, family, or coworkers reacted?
- What was life like after you got the procedure?
- Can you share how your new smile has affected your confidence or daily life?

#### Capture the Call to Action

- What would you say to someone thinking about cosmetic dentistry, but feeling nervous?
- Would you recommend others see (doctor's name)?

### EXAMPLE VIDEO

Open with blunt statement (I never thought I'd be able to smile again), build up with pain statements (my life was hard, I wouldn't go to events because I didn't want to smile, I couldn't eat food), mark clear turning point (I met Dr. Nick and knew he was the dentist for me), describe and show dream smile and how their life got better. Address another patient's skepticism (I know you may be skeptical), but see how this patient achieved a great smile, or have the patient explain why you should choose Dr. Nick.