



United Wolves
Productions

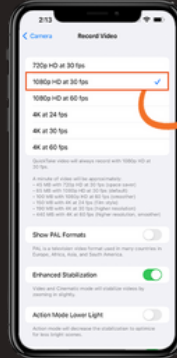
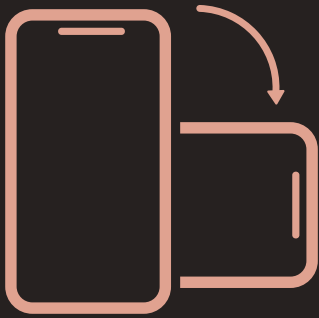
HOW TO SHOOT TESTIMONIALS ON YOUR PHONE



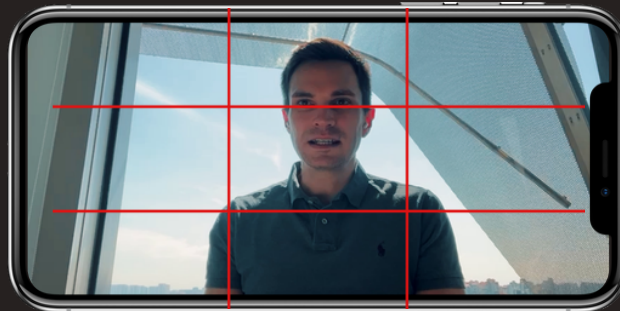


SET UP

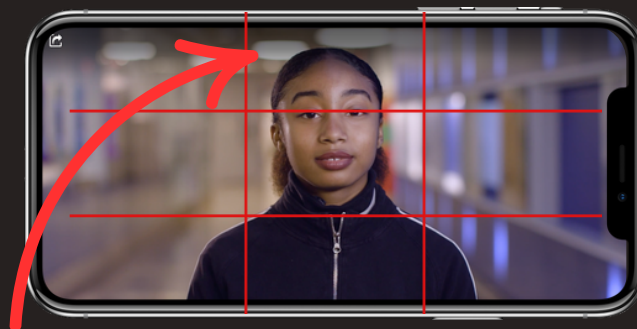
1. Always shoot landscape and 4K



2. Rule of thirds: position the eyes about one-third of the way from the top of the frame.

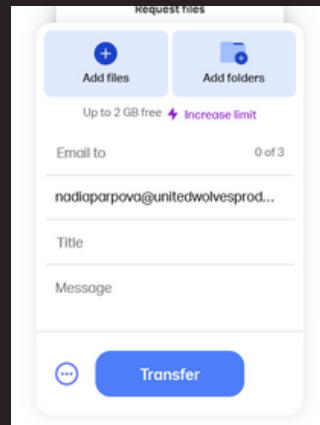


3. The eyes are the center of attention in face shots – make sure they're located in this spot!



4. Headroom should be about 10% of the total height of the shot. The closer the shot, the less headroom there will be. Crop out the top of the head rather than the chin if cropping is necessary.

5. Send high-quality recording/video back via Wettransfer:
<https://wetransfer.com/>



6. Proposed Questions for Testimonials/Customer Journeys (please try to include the question in the answer):

- Who are you, and what is your role?
- What were your needs/What was the problem you were trying to solve?
- How did you hear about (Company name)?
- Why did you decide to trust (Company name)?
- What was your experience working with (Company name)?
- How did (Company name) help solve your problem?
- What was your favourite part of working with (Company name)?
- Would you recommend (Company name) to others and why?

