

Video Testimonial Tips & Tricks for Dentists

Best practices for testimonial videos

- Don't use a script. Make it as authentic as possible.
- Prepare questions ahead of time. Avoid yes or no questions. Focus on those that highlight the problems you help solve.
- Only ask for a video testimonial from patients who have already left a good review or indicated they had a positive experience.
- Give your interviewee time to prepare. Let them know what questions you want to ask.
- Test your video, sound, and lighting. If you're using a phone, film the video horizontally.
- Choose a quiet location with natural light and a background that's not distracting.
- Keep things short — the final video should be under 2 minutes.

Always have your interviewee sign a video consent and release form.

4 questions to ask for powerful patient testimonials

- Why did you decide to trust us with your oral health?
- What has your experience been like with our team?
- How has your oral health or how you feel about your smile changed since you've come to see us?
- Why would you recommend us to your friends and family?