



**CHOCOLATE
CAKE MEDIA**

Testimonial

Planning Templates Series

Creating a video with a clear purpose and audience in mind is key to achieving your goals. These templates are designed to guide you through outlining your video's goals, audience, and key messages for various types of content.



Purpose:

To showcase authentic customer experiences and build trust.

Step 1: Define Your Goals

- What's the purpose of this testimonial? (Examples: Build credibility, highlight customer success.)
- Where will this video be used? (Website, social media, presentations.)

Purpose:

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Step 2: Identify the Testimonial Subject

- Who will be featured? (Happy customer, client, or employee.)
- What unique perspective can they offer? (Problem solved, standout results, personal touch.)

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Step 3: Key Questions

- What was the challenge they faced?
- How did your product/service solve it?
- What measurable results or benefits did they experience?
- Why would they recommend your business?



These templates provide a structure to ensure your videos are well-planned, engaging, and aligned with your goals. Ready to bring your vision to life?

Let Chocolate Cake Media help you create something amazing!