



RISE RX TESTIMONIAL INTERVIEW QUESTION FLOW

(Designed for 5–8 minute interviews per member)

SECTION 1 — CONTEXT & RELATABILITY

Goal: Establish “*this person is just like you*”

🎯 Use these clips at the start or middle of videos to anchor relatability.

1. **“Tell me your name and how long you’ve been at Rise RX.”**
(Simple warm-up. Gets them comfortable.)
2. **“What was your life like fitness-wise before you joined?”**
👉 Prompts:
 - How active or inactive were you?
 - Had you tried gyms before?
3. **“If someone met you *before* Rise RX, how would you describe yourself?”**
👉 Look for and build off of:
 - “Busy”
 - “Out of shape”
 - “Inconsistent”
 - “Intimidated”
 - “Low energy”

SECTION 2 — PAIN & OBJECTIONS (POINT A)

Goal: Pull out fear, doubt, intimidation, and past failure

(These clips are GOLD for ads and hooks)

1. **“What almost stopped you from joining?”**
👉 Listen for and build off of:
 - Gym intimidation
 - Fear of judgment
 - Time concerns
 - Not knowing what to do
2. **“What were you worried would happen when you walked in?”**
👉 Prompts if needed:
 - Feeling behind?
 - Feeling judged?
 - Feeling lost?
3. **“Had you ever started and stopped fitness routines before?”**
👉 This tees up:
 - Restart fatigue
 - Motivation failure

- Comparison pain

SECTION 3 – THE TURNING POINT

Goal: Capture the *decision moment*

(Perfect for mid-roll clips reinforcing trust)

1. **“What made you decide to give Rise RX a shot anyway?”**

☞ Listen for:

- Referral
- Free week
- Coaching
- Gut feeling

2. **“Do you remember your first day or first week?”**

☞ Prompts:

- How did it *actually* feel?
- What surprised you?

3. **“What was different than you expected?”**

☞ These lines often become:

- “I thought it would be scary...”
- “I thought everyone would be super fit...”

SECTION 4 – THE EXPERIENCE (THE GAP)

Goal: Show *how* Rise RX is different (structure, coaching, culture)

1. **“What helped you feel comfortable early on?”**

☞ Look for:

- Trainers
- Scaling
- Welcome session
- Community

2. **“How would you describe the coaching here to someone nervous about joining?”**

☞ Soundbites like:

- “Supportive”
- “Encouraging”
- “Not judgmental”
- “They meet you where you are”

3. **“What made it easier to stay consistent this time?”**

☞ This reinforces:

- Structure
- Accountability
- Clarity

SECTION 5 – RESULTS & WINS (POINT B)

Goal: Capture outcomes *beyond weight loss*

(Most versatile clips)

1. “What’s changed for you since joining?”

☞ Prompt across categories:

- Confidence
- Energy
- Strength
- Pain reduction
- Routine

2. “What’s something you can do now that you couldn’t before?”

☞ Visual + emotional wins

3. “How does fitness fit into your life now compared to before?”

☞ Listen for:

- Sustainability
- Ease
- Habit formation

SECTION 6 — BELIEF SHIFT (REFRAME MOMENT)

Goal: Destroy objections for future viewers

1. “What did you believe about gyms before that you don’t believe anymore?”

☞ This directly reinforces:

- “You don’t need to be in shape first”
- “Gyms aren’t all intimidating”

2. “If you were talking to someone who feels nervous or ‘behind,’ what would you tell them?”

☞ This creates peer-to-peer persuasion, which converts best.

SECTION 7 — CLOSING & CTA SOUND BITES

Goal: Clean, powerful closing statements for ads & compilations

1. “Who would you recommend Rise RX to?”

☞ Prompts:

- Busy professionals
- Beginners
- Parents
- People who hate gyms

2. “Finish this sentence: ‘If you’re on the fence about joining Rise RX...’”

☞ Let them complete it naturally.

3. “What would you say to your past self before joining?”

☞ Often produces emotional, high-impact clips.



HOW TO USE THIS FOOTAGE STRATEGICALLY



Clip Reuse Strategy

- Open with hooks → Trainer content
- Middle reinforcement → Drop in 1-2 testimonial lines
- End CTA credibility → “I was scared too...”



Best Insertable Soundbites

Look for lines that start with:

- “I thought...”
- “I was nervous...”
- “I almost didn’t...”
- “What surprised me was...”
- “Now I feel...”



INTERVIEWER TIPS (VERY IMPORTANT)

- Coach them to repeat/rephrase your question at the beginning of their statement.
- Don’t do re-takes, it lowers confidence and interrupts flow. Re-phrase their fumble for them and build a conversation to provide context.
- Let silence work — don’t rush
- Nod, don’t interrupt
- If they ramble, gently reset or move to next question