

John Ondo is a four-time Emmy-Winning TV producer. His focus on content brings amazing results to his clients each year. John is the President & Creative Director of Ondo Media. He's also co-host of the popular podcast, Marketing Media & Cupcakes.



The Reveal

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Creating a reveal moment captured on camera is a powerful tool. This can be when you present the wedding cake you made to a client, or when you show a client their senior pictures.

3 STYLES OF TESTIMONIES

BY JOHN ONDO, PRESIDENT OF ONDO MEDIA | PREMIERE PODCAST

Why Testimonies?

I'm all about testimonials. They are the most powerful way to market your product. Here's why:

1. You already have people who love your product so you have content right now!
2. The best person to tell a potential consumer about your product is another consumer who liked it.
3. You don't need actors; often, you barely need a script. The more real and raw, the more effective it will be.

A candid story from a customer. "I went, I tried, I loved". The goal is to have that quote where the customer says "this product changed my life"

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The Personal Experience

Before & After

3

Commonly used in weight-loss programs. Grab a brief interview before and after. You will have an incredible video that will impact potential customers.

