

HOW TO USE VIDEO TESTIMONIALS TO INCREASE CUSTOMERS(Clients)

Having your customers saying fantastic things about you and your business...in video on your website would be pretty powerful, wouldn't it? It makes you feel great and it makes others feel great about doing business with you! Its word of mouth on video! Participants will be shown the importance of video testimonials through examples, and to provide all the information that will allow them to ask the right questions, capture short, powerful clips, download them to their computers, and embed them on their website quickly and easily.

At the end of this session, you will know how and when to select appropriate candidates for an interview, be able to craft powerful questions, and have all the skills to post the end product to their website.

- Location:** Volunteer Lethbridge
Suite 200 Deveta Place – 410 Stafford Dr. S., Lethbridge
- Date:** Wednesday, February 8, 2012
- Time:** 2:00-3:30 PM
- Presenter:** Peter Temple
- Course Fee:** Volunteer Lethbridge Member Organizations – **No Charge**
Nonmembers - **\$10.00/person/session**
- To register or obtain more information:** e-mail: training@volunteerlethbridge.com
phone: (403) 320-2044

Registration Deadline: Monday February 6, 2012

About the Presenter: Peter is first and foremost a coach for presenters and on-camera personalities. But his coaching talents go beyond mere performance. He is skilled at crafting highly focused, succinct speeches, scripts, or presentations that get to the point and get results. Peter began his thirty year journey crafting 30-second commercials for some of Canada's largest national retailers, eventually becoming president and managing partner of Palmer Jarvis & Associates. He has ten years experience as a commercial writer/producer and is technically skilled in all aspects on television production. During the past twenty five years as an entrepreneur, he has written, developed, and produced hundreds of hours of marketing video, corporate training programs, written executive speeches, and coached leaders. He has contracted with National Seminars for the past three years and has been speaking professionally for five.

