**90-Second Testimonial Video Script Template**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Acknowledgment** | 0-5s | Start by acknowledging the experience or challenge the testimonial addresses. Create a connection with the audience. | Text or animation setting the context for the testimonial. |
| **Introduction of Customer** | 5-15s | Brief text overlay introducing the customer and their background | Clips or images of the customer engaging in everyday activities.  |
| **Problem Identification** | 15-25s | Visual representation or text highlighting a specific challenge | Scenes illustrating the problem the customer faced before using the product.  |
| **Discovery of Solution** | 25-35s | Transition to a brighter visual indicating the discovery of a solution | Customer expressing realization or finding a product. |
| **Experience with Product** | 35-60s | Customer narrates their experience, benefits, or success story  | Clips showing the customer using the product in different scenarios. |
| **Impact on Daily Life** | 60-75s | Brief narration on how the product has positively impacted daily life | Montage of moments showcasing the positive changes in the customer's life. |
| **Call to Action** | 75-85s | Encourage viewers to take action and try the product or service | Overlay of a clear call-to-action prompt (e.g., "Try it today!"). |
| **Closing and Gratitude** | 85-90s | Expressing gratitude and signing off | Customers expressing gratitude or waving goodbye. |

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| --- | --- | --- | --- |
| **Opening Acknowledgment** | 0-5s | Ever felt like your skincare routine was missing something special? Hi, I'm Sarah, and I want to share my journey with LuminaGlow, a skincare game-changer. | Text or animation setting the context for the testimonial. |
| **Introduction of Customer** | 5-15s | I'm a working mom, always on the go. LuminaGlow found its way into my life when I was looking for a solution to my tired skin. | Clips or images of Sarah in her daily routine. |
| **Problem Identification** | 15-25s | Before LuminaGlow, my skin looked dull and exhausted. I struggled with finding a product that could keep up with my lifestyle. | Scenes showing Sarah's tired skin and the challenges she faced. |
| **Discovery of Solution** | 25-35s | Then, LuminaGlow happened. The moment I discovered it, I knew this was the missing piece. The freshness it brought was incredible. | Sarah expressed realization and her excitement about LuminaGlow. |
| **Experience with Product** | 35-60s | Using LuminaGlow transformed my skincare routine. The radiant glow is real! My friends noticed, and now they're LuminaGlow fans too. | Clips showing Sarah applying LuminaGlow, friends complimenting her skin. |
| **Impact on Daily Life** | 60-75s | It's not just about the glow; it's about the confidence it brings. LuminaGlow has become my daily essential, making me feel unstoppable. | Montage of Sarah confidently going about her daily activities. |
| **Call to Action** | 75-85s | Don't just take my word for it. Experience the LuminaGlow transformation yourself. Join me and countless others who found their radiant confidence! | Overlay of a clear call-to-action prompt (e.g., "Try it today!"). |
| **Closing and Gratitude** | 85-90s | Thank you, LuminaGlow, for giving me the glow that lights up my life. Try it and see the difference. Here's to radiant skin and unstoppable confidence! | Sarah expressing gratitude and a closing shot with the LuminaGlow logo. |