

## 90-Second Testimonial Video Script Template

Description	Time	Narration	Visuals
<b>Opening Acknowledgment</b>	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.
<b>Introduction of Customer</b>	5-15s	Brief text overlay introducing the customer and their background	Clips or images of the customer engaging in everyday activities.
<b>Problem Identification</b>	15-25s	Visual representation or text highlighting a specific challenge	Scenes illustrating the problem the customer faced before using the product.
<b>Discovery of Solution</b>	25-35s	Transition to a brighter visual indicating the discovery of a solution	Customer expressing realization or finding a product.
<b>Experience with Product</b>	35-60s	Customer narrates their experience, benefits, or success story	Clips showing the customer using the product in different scenarios.
<b>Impact on Daily Life</b>	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.
<b>Call to Action</b>	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!").
<b>Closing and Gratitude</b>	85-90s	Expressing gratitude and signing off	Customers expressing gratitude or waving goodbye.

## 90-Second Testimonial Video Script Example

Description	Time	Narration	Visuals
<b>Opening Acknowledgment</b>	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.
<b>Introduction of Customer</b>	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.
<b>Problem Identification</b>	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.
<b>Discovery of Solution</b>	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.
<b>Experience with Product</b>	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.
<b>Impact on Daily Life</b>	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.
<b>Call to Action</b>	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!").
<b>Closing and Gratitude</b>	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.