

The Good Feet Store®

America's Arch Support Experts

Customer Testimonials: Open Auditions *Planning and Shooting Your Video: Guidelines and Tips*

If you are not feeling confident about your video production skills, don't worry! We only need you to capture the same kind of quality that you'd normally get when you shoot everyday video with your smartphone or camera. You can do it!

Telling your Good Feet Story

- Tell us a little bit about yourself and how Good Feet arch supports have improved your life. Describe any specific activities that the arch supports allow you to enjoy doing.
- Be authentic and natural and use your own words.
- If you want to draft an outline of general things you want to say ahead of time, do it. But don't try and memorize scripted lines and repeat them for the camera.
- Somewhere in your video, say these two lines (as you look to the camera):
 - "I'm (first name) and that's *my* Good Feet Story."
 - "I'm (first name) and this is *my* Good Feet Story"(Try to get at least 3-4 takes of each line above)

You can shoot your video in pieces

- Do not worry about getting your video shot all in one 'take'. You can give us multiple clips and we will edit them together.
- It may be easier to shoot part of your video (and be sure to save it) and then come back later and shoot another part.
- Also, if you shoot yourself doing/saying the same thing in different 'takes', feel free to submit them all to us. We'll pick the best versions to use in your TV spot/video, so you don't have to. The more clips the better! Bring it!

Shooting your video

- Hold the phone/camera horizontally (widescreen), not vertically (up and down).
- Have someone else shoot your video if at all possible, instead of holding the camera yourself. It will help it with framing and steadiness. If you are steady and good at selfies, go for it yourself!
- Shoot yourself talking/telling your story while looking at the camera the best you can.
- And separately, shoot yourself doing your activity *without* talking. For example: if you're hiking then just hike. For these *no talking* shots you can either look at the camera or look away from the camera (or both). Also, have some fun with it—like shooting your feet as you walk or interesting scenery or whatever!
- (Other than situations whereby you deliberately invite another to be seen in your video) keep other people out of your shot (e.g. bystanders, or people who pass by)

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Customer Testimonials: Open Auditions *Planning and Shooting Your Video: Guidelines and Tips (cont'd)*

Clothing: What to wear

- Totally up to you. Just be sure to avoid wearing a few things:
 - Do not wear any clothing with visible logos
 - Avoid “tight patterns” (like plaid, stripes, or herringbone)

Audio

- Avoid super windy and/or noisy situations that ruin your audio quality, we need to clearly hear your voice.
- It's a good idea to pause from shooting after the first shot or two, and play one of your takes so you can hear if your voice is clear and loud enough (listen through your phone directly or with headphones).

COVID-related safety precautions

Make sure that anyone shooting with or around you observe social distancing and sanitization protocols.

For additional FAQs and to see real people's Good Feet TV commercial examples

www.mygoodfeetstory.com

If you still need any help

Please send an email to vpellegrini@goodfeet.com and someone will get back to you promptly.