

## Kinetico Testimonial Submission Guidelines

Thank you for agreeing to provide a testimonial about Kinetico! We accept video or written testimonials. Below are the guidelines for each. These guidelines help us maintain the quality and consistency of submissions provided by our customers. Once we have reviewed your submission and have your signed release form on file, your testimonial may be used on our social media accounts and website.

### Video Testimonial Guidelines

1. Record the video on your smart phone or tablet. You can use other recording devices, but a smart phone or tablet is preferred.
2. Record the video in landscape format. This means your device should be horizontal or sideways with the side resting on a surface.
3. Keep your video brief. We suggest two minutes or less.
4. Use a quiet, well-lit setting. Recording the video indoor will minimize sounds.
5. Set your device on a solid surface while recording for stability. You can also use a selfie stick or stabilizer.
6. Use the questions below as a guide for your testimonial.
7. Once completed, email the video to your Kinetico representative or our Marketing Department: [slewis@kinetico.com](mailto:slewis@kinetico.com). If the file is too large to email, please call Sharon Lewis for instructions: 440-564-4268.

### Suggested Questions to Answer During Your Testimonial

1. What is your name and where do you live?
2. How long have you been a Kinetico customer?
3. What Kinetico products do you have/have you had?
4. Have you owned a competitive product, or did you research other brands?
5. What set Kinetico apart from the competition for you?
6. What do you love about Kinetico products and services?
7. Why would you recommend Kinetico to others?

### Written Testimonial Guidelines

1. Keep your testimonial brief. We suggest two paragraphs or less. You can share more, but it may be shortened for our website.
2. Use the list of questions above as a guide when writing your testimonial.
3. Once you have completed the testimonial, email it to your Kinetico representative or our Marketing Department: [slewis@kinetico.com](mailto:slewis@kinetico.com).

If you have any questions before recording or writing your testimonial, please contact your sales representative.