

**The Video Seminar
The Executive Course**

THEVIDEOSEMINAR.COM

Mission Statement

The mission of the Executive Course is to teach businesspeople how to make simple and effective videos that build awareness, promote brand, and sell ideas, products and services on social media.

Discussion

Joe Still

Videographer / Course Developer / Instructor

I've been teaching businesspeople how to make video since 2013. I've personally scripted, shot and edited over 3,000 videos for myself and for clients. Used correctly, you will get better retention, more leverage, and increase your reach with video over any other communication medium.

As an instructor, I have seen firsthand the barriers businesspeople have learning how to integrate video into their business. It's everything from a lack of time, to not liking how they look on video, to simply not knowing where to start. If you're not currently using video but want to, you probably have your reason as well.

The other problem is consistency. On social media, consistency is just as important as quality. You can't do this randomly and expect any kind of legitimate result. The Executive Course is also designed to teach and support clients to both create quality content and deploy consistently.

A Hybrid Model with an Emphasis

The Executive Course will teach you the framework of business level video, how to tell your story, how to write your scripts, how to present yourself, and the basic skills and knowledge you need about video production to make professional level video for your business.

The delivery method is a "hybrid" teaching model. Students immerse in a combination of Zoom personal calls, self-paced teaching videos, and homework assignments.

The videos will teach you how to make are "talking head" videos meaning one camera on you directly. There is no second shot, no movement, and no "B" roll. I can teach you everything you need to know to shoot these videos correctly and with great production value. The real value add of my time to you is in helping you to develop your story concepts and scripts. This is a special skill I've developed and refined. This is where we will spend our one-on-one time.

Shooting

The Executive Course is not here for me to be your personal videographer. If you're located in the Pacific Northwest, we can talk about me coming to work with you to shoot your initial videos. If not, there are other options I can provide that will teach you how you can do it on your own.

Editing

Finally, there is the editing. As a videographer, instructor and fellow businessperson, I have a very strong belief about editing: every video you deploy for your business should be edited. *Every single one, no exceptions.* More on that in the How it Works section.

Workflow

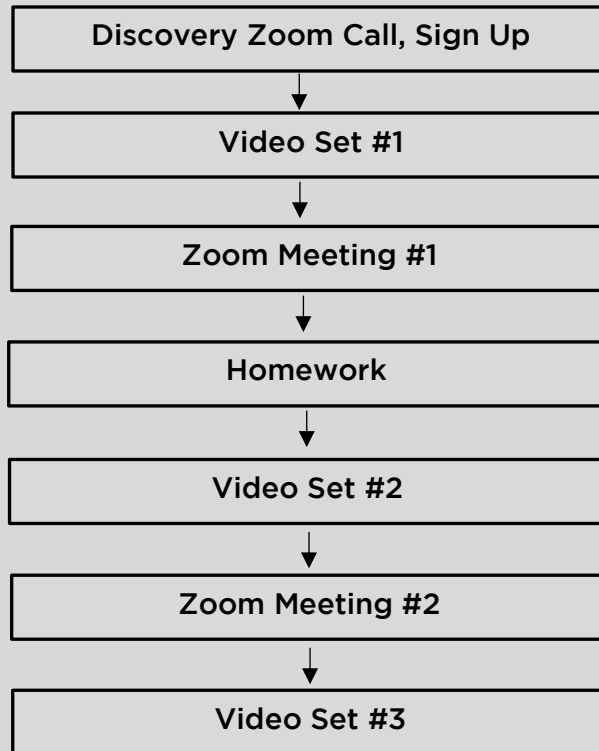
One of the biggest reasons (if not the biggest reason) people don't stick with creating video is workflow. Creating video does take time and most people don't have that time. I've studied this problem a lot, and I've come up with a simple system that will maximize your efficiency so that you can produce your best work quickly.

The next section will cover how The Executive Course works.

Joe Still

Videographer, Instructor, Business Owner

1. How it Works



1. Discovery Call on Zoom (15 minutes)

An inquiry about your knowledge, desire and expectations are about video. And what my expectations will be if I take you on as a client.

2. Video Set #1 – The Building Blocks of a Business Level Video

Assuming you become a client after the discovery call, you will be sent access to the first set of training videos to watch. These videos cover:

- The purpose of your video
- The kinds of videos we will be making
- The why and how of a storyboard
- Simple script techniques
- The seduction and the close

3. Zoom Meeting #1

After you complete the Video Set 1 assignment, we will set up another Zoom meeting. In this meeting we will work on your scripts. We will pick 5 initial video topics and begin script development together.

4. Homework

After the Zoom meeting you will be given the assignment to complete writing your scripts.

5. Video Set #2 - Presentation

During your homework you will be sent access to the second set of training videos. These videos will cover:

- Presenting your real self vs. your video self
- Clothing, makeup, and glasses
- Gestures and hand talking
- Voice intonation

6. Zoom Meeting #2

After you complete the Video Set 2 assignment, we will set up a second Zoom meeting. In this meeting we will review your scripts and practice your presentation.

7. Video Set #3 – Preparing to Shoot

After the second Zoom meeting, you will be sent access to the third set of training videos. These videos will cover:

- Backdrops
- Lighting
- Camera settings
- Room sound
- Branding and logos

This is the end of the Executive Course training.

2. Shooting Your Videos

Once you've completed the Executive Course training you will need to start shooting your videos (obviously). I'm not here to be your videographer, but I am here to help get you started. Me coming to shoot your videos for you is done on a case-by-case basis. I have a suite of professional level cameras lights and audio equipment. However, if travel to you is not feasible, I can assist you remotely. I have another complete course on how to shoot professional level video with your phone. If you opt for that course, it will be provided to you at no additional charge.

Me coming to shoot your videos is an additional charge.

3. Editing

As I said before, *every video you deploy for your business should be edited*. The reason is simple: you want to present the best version of yourself for your business. Do you have to edit your videos? No, you do not. But you should. It's your business and your brand. Editing is the final step in production that will bring your story together, correct some of the problems with your shooting, and add your branding.

As an instructor, I've taught a lot of people how to edit, but I've learned that while good intentioned, most people don't have the time, patience, or computer hardware to learn how to edit properly and quickly. The Video Seminar Editing Service can edit your videos professionally and inexpensively.

Editing is an additional charge.

4. Pricing

The Executive Course

The Executive Course is offered with two seats per client. If you have a partner or assistant, they are welcome to join the Zoom sessions and watch the training videos at no additional charge.

Executive Course	\$475
Second Seat	\$0

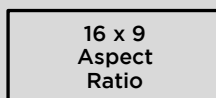
Editing Service

Video editing can be done a la carte, but I recommend doing two edits per video. This will accommodate the two “aspect ratios” required for social media platforms. Pricing assumes a 3-4 scene storyboard template which is what you will learn to do. Both edits will add branding and music. The 9 x 16 will add captions.

One version 16 x 9 aspect ratio (YouTube, LinkedIn)

Includes branding

Includes music \$100

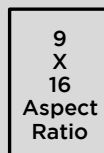


Same video 9 x 16 aspect ratio (Facebook, Instagram)

Includes branding

Includes music

Includes captions \$75



Video Shooting

I'm located in the Gig Harbor, Washington area. I've travelled extensively throughout Washington, Oregon, and Idaho. Depending on distance, we can talk about travel fees, or we can do it remotely. Depending on preparation, we can typically shoot 3-4 videos in about 2 hours.

Shooting Time \$250/Hr

Travel Time Depends

Moving Forward

Depending on how much of your time and energy you're willing to put into this to become proficient, your goal should be to create at least one video a week, and once you develop your system, maybe two videos per week. Once you have your system and you've practiced enough, it's reasonable that you can do this in 45-60 minutes. If you choose to use our editing service, we can have your work back to you in 2-3 days.

So that's about it. If this sounds good and you're interested in learning more, send a text to (253) 581-5800 with your name and either me or my assistant will get back to you to set up a Zoom discovery call.

Thanks.

Joe Still