

# STUDIO DAY!



**Video is VERY effective marketing, and now we can collaborate easily!**

## What's Included:



Planning Consultation - Defining our objectives and desired outcomes.



Detailed storyboard & visual plan of your video or videos



Edited script or outline of your content



Professional studio shoot with lights, camera, teleprompter, and sound



Post-production of your finished video, with intro, outro, music, & editing

## Success Factors

"Video stands out because it doesn't tell, it shows."

# What Kind of Video Should I Make?

**That depends -  
which part of your sales process needs the most help?**

## Prospecting

- Welcome video for website homepage
- Intro video for LinkedIn Profile
- YouTube Channel welcome video
- Social Media Videos & Shorts

## Approach

- Consultation or demo invitation for landing page
- Product or service overview

## Holding Pattern

- Social Media shorts
- Email sequence videos
- Podcast Episodes
- Explainers
- Interviews with key players. (team members, happy clients, etc.)

## Sales

- Product comparisons
- ROI/Value explainers
- Expectations Setting - first 90 days of ownership

## Referrals and Testimonials

- Welcome/Onboarding video
- How-to, quick start, or training videos
- Product updates, new feature explainers
- Happy Anniversary videos



## Success Factors

Start with the weakest link in your sales process - let's make videos to reassure customers and fix the speed bumps!

# Planning Your Video(s)

**In one studio day, we can typically shoot material for two promo videos or four shorts.**

We plan the videos based on YOUR needs and intentions.

Planning ahead ensures we have the required "sets" and equipment set up and ready to go so we make the most of your studio time.

We will guide you through the process to prepare:

- Storyboards
- Shot list (from our Studio Day and any other sources)
- Interview questions (if appropriate)
- Outlines/Scripts for the Teleprompter
- Wardrobe/Equipment choices



## Types of Video can include:

Scene	Content & Purpose
"Talking head" video, seated or standing in the studio.  This format is great for a "personal conversation" type video (you <u>speaking</u> directly to the audience.)	Hi, I'm _____, and I'm pleased you've taken an interest in our company.  We developed our _____ in response to a problem we were having in our industry ....
Closeups of your product in the studio  We adjust tables, lighting, etc. however we need to accommodate a great demo.	"Let me show you how this works . . ."
Green Screen video with a background of your choice.	"Here's how this works in the maintenance process.  (We will need high resolution images or footage of any background we use for this purpose.)
Coming soon- "fireside chat"	Group of people talking around a round table in front of a fireplace.

Any of these formats can be edited together with animated slides, diagrams, on-site footage from elsewhere, and so on to create an attractive composition.



## Success Factors

"Be Prepared"

-Scouting Motto

# Consultation & Rehearsal

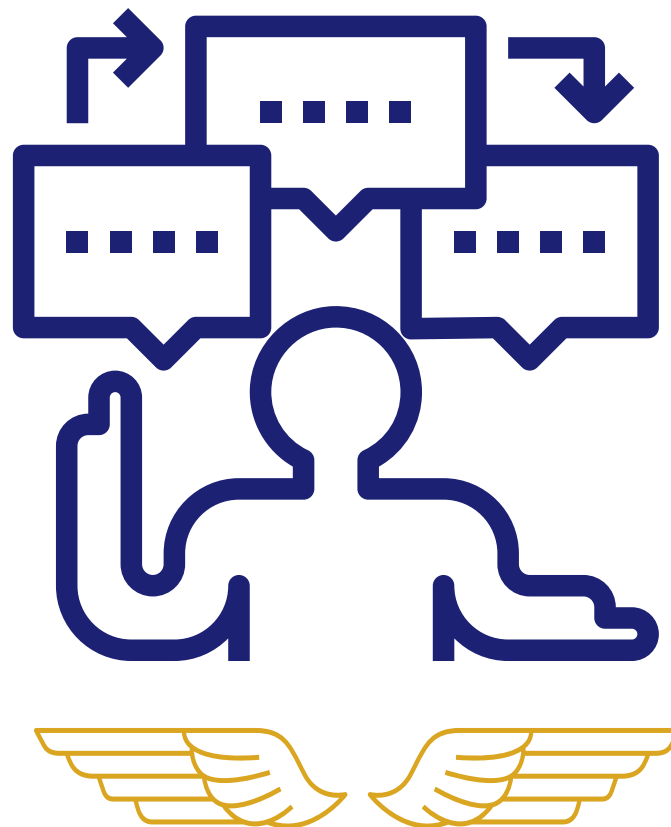
## At Least One Week Prior to Your Studio Day:

We will have a Zoom meeting that includes a review of

- Storyboards
- Shot list (from our Studio Day and any other sources)
- Graphics, slides, animations or external shots we need
- Interview questions (if appropriate)
- Outlines/Scripts for the Teleprompter
- Wardrobe/Equipment choices

We will do a "dress rehearsal" on Zoom.

This often uncovers problems while we have time to fix them!



## Success Factors

"No mistakes can be made during rehearsals,  
only progress toward what works best."

- Jim Jarmusch, American Director and Screen Writer

# Your Studio Day

## On Your Studio Day

- We will pick you up from Salt Lake International Airport (KSLC) or your hotel, and have breakfast in Salt Lake City. (Or you can drive to our location 30 minutes west of the airport.)
- We can have a hair/makeup stylist available if you choose.
- When you're ready, we begin shooting!
- Before you leave, we will review raw footage and reshoot any scenes as necessary.



## Equipment in our studio:

- Sound-dampened room
- White glass multilevel desk
- Voice- activated Teleprompter
- Installed studio lighting
- 2 soft boxes and 2 bounce umbrellas
- Shure microphone, lavalier mics, and sound mixer
- ObsBot 4K autotracking camera
- "Studio wall" - gray textured stone with plants, bookshelf, chairs, barstools and other props available as needed.
- Green screen backdrop
- Bathroom, vanity & changing area.
- Coffee, snacks & lounge area.
- Stabilized power environment, using solar PV and Tesla batteries



**Our studio is  
100%  
sustainably  
powered.**



## You'll need to bring (or arrange for shipping)

- Anyone you want to include in your photo shoot. Currently, our studio is best for groups of three or fewer.
- Wardrobe, including any changes. We'll discuss choices for your videos but a dark business jacket is NEVER a bad choice.
- Any equipment you want to show or demonstrate.

## Success Factors

"If you have stage fright, that never goes away.

The true magic is turning that fear into energy and love for your subject and the audience."

- Stevie Nicks, Fleetwood Mac

# After Your Studio Day

## Here's What Happens AFTER You Leave Us

We take the magic we captured and turn it into marketing assets.

- We clean the raw footage
- We acquire transcriptions of any spoken audio
- We create any needed graphics (that we didn't create during the planning process!)
- We edit clips together per our storyboard
- We add background music and transitions.
- You review the final product, and we make any adjustments required.



## Success Factors

"I love editing.  
It's my favorite part of film making."  
-Steven Spielberg

# What Can You Do With Your Footage?

As with everything else ABCI creates for you, the footage we shoot and videos we produce from your Studio Day are your property.

We create the primary materials we planned before your Studio Day, but the value of this material often goes far beyond that.

As Marketing Consultants, we use any asset we can get our hands on to better promote your company and your brand.

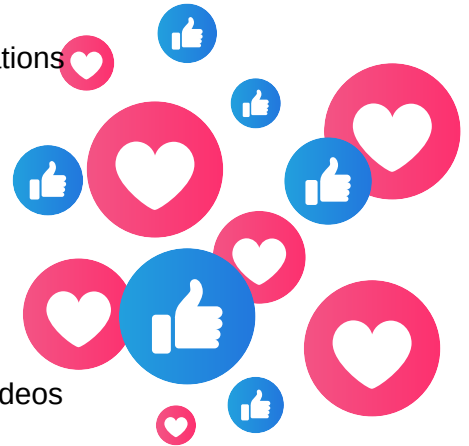
The footage we create can be re-edited and reused in multiple formats.

We store the clips and images in Basecamp and Canva so you can access them anytime, and repurpose and create new videos, posts, and other assets, or have us create new marketing materials for you.



**You now have valuable assets you can use in multiple ways in your sales process, via any media or platform.**

- Your sales presentations
- Your website
- YouTube
- LinkedIn
- Facebook
- Instagram
- TikTok
- Emails
- Trade show kiosk videos



## Success Factors

"It's smart to rework your existing, high-quality content and present it in a different form on new channels."

- Hubspot