



## Personal Producer Package

*Create an affordable custom video!*

Introducing... The Personal Producer Package – A special video production offer for service professionals, entrepreneurs, speakers, coaches, authors, artists and just about anyone else who wants a dynamic video to turbo-charge their website or boost their business!

Wouldn't it be great to have a professionally-produced demo video, product or service demonstration, or a sample of your workshop, seminar or class? Once you've got your video, you can sell it as a DVD online or on your web site!

We can create a professional, customized, videotaped presentation to showcase your program, product or service. You'll receive a top quality finished product on DVD, videotape - *and* as a file to post on your website, blog or e-newsletter.

Plus, you'll get professional, broadcast-quality video at a fraction of the cost of traditional TV and video production. The Personal Producer Package is like having your own, personal producer, director, editor and technical advisor all in one! It takes just a few simple steps to get you on your way!



## Personal Producer Package

### Here's how it works...

1. Send us a tape with your raw footage – It can be a video of your seminar, workshop, speech, performance, class or even a product demo... Mail your footage on VHS tape, DVD or MiniDV tape (the kind most camcorders use.)
2. Fill out the attached "Creative Brief" form, featuring a full menu of options to help you plan your video.
3. Tell us your goals for the project, desired length of the final product, how you'd like to use the video, etc. We'll review your specific instructions by phone and e-mail before we begin editing.
4. We will edit your tape and make it look professional. Depending on your needs, we'll also add custom music, graphics, titles (lower third IDs), effects, a customized open and close – whatever you need!
5. We'll then post a "rough cut" of your video online, on a private, member-only website. Screen the rough cut and request revisions.
6. Based on your feedback and direction, we will create a "Final Cut" finished video.
7. You will receive a master tape on DVD and/or VHS. (Additional DVD copies can be purchased separately.)
8. You will also receive the video files so you can post your video on the Internet. (We'll provide Quicktime and Windows Movie files – Flash file or other formats are available upon request.)
9. In addition, we will provide you with the HTML code so you can embed the video directly on your own website or blog. We'll even give you a special link so you can e-mail your video, share it with clients/ prospects, or include it in your online newsletter or e-zine.
10. Finally, if you request, we will upload and post your video on up to three (free) video posting sites, such as: Brightcove, iFilm, Veoh, Revver and/or Blip.tv. (These sites were selected based on their traffic, popularity and "business-friendly" environment.)

*That's it! Send your tape; fill out the form; screen the rough cut and, before you know it, you've got a top quality, professional video for your website, blog, e-zine or to sell as a DVD product online.*

**Other “a la carte” services and options are also available:**

- ◆ Custom logo design/graphics
- ◆ Custom company ID animation/type treatment
- ◆ Alternate versions of your video, i.e.
  - ◆ :30 commercial version
  - ◆ :60 commercial version
- ◆ Assistance with copywriting – scripting for video
- ◆ Professional voice over talent
- ◆ Radio commercial version of your ad (:30)

**Personal Producer Package pricing:** (special rate)

1 – 3 minute video presentation	<del>\$795.</del>	<b>\$595.</b>
3 – 5 minute video presentation	<del>\$995.</del>	<b>\$795.</b>
5 – 7 minute video presentation	<del>\$1,195.</del>	<b>\$995.</b>

*(Compare to similar professional video production that would cost at least 5 to 10 times higher!)*

Please send your tape or footage to this mailing address:

Lou Bortone  
23 Meadow Wood Road  
Kingston, NH 03848

Any questions, just contact [lou@theonlinevideoguy.com](mailto:lou@theonlinevideoguy.com) or call 603-498-9254.

For more information, contact [lou@theonlinevideoguy.com](mailto:lou@theonlinevideoguy.com) or call 603-498-9254

## VIDEO CREATIVE BRIEF

Your name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Phone number: \_\_\_\_\_

Company name: \_\_\_\_\_

Nature of your business: \_\_\_\_\_

Your mission statement (if applicable): \_\_\_\_\_

Your target audience: \_\_\_\_\_

Your goal for this Video: \_\_\_\_\_

What is the one, key message you wish to communicate with this video?

\_\_\_\_\_

How long is your raw footage? \_\_\_\_\_

Please briefly describe the footage: \_\_\_\_\_

How are you providing your footage:

\_\_\_\_ Mini DV (preferred)

\_\_\_\_ VHS tape

\_\_\_\_ DVD (must NOT be copyright protected)

\_\_\_\_ Beta (additional dubbing costs apply)

Final Length for video: \_\_\_\_\_

How will you use your video? \_\_\_\_\_

\_\_\_\_\_

What final format do you prefer? \_\_\_\_ DVD \_\_\_\_ VHS

Will you be uploading the video to your website or blog? \_\_\_\_\_

Do you have a final file format preference? (2 files included in price)

- Quicktime (mov)
- Windows Movie (wmv)
- Flash (flv)
- MPEG-4 (mp4)

Do you need to integrate your company logo? (Must be provided)\_\_\_\_\_

What are your schedule requirements?\_\_\_\_\_

Do you have preferences for type fonts, colors, style? If so, describe:\_\_\_\_\_

\_\_\_\_\_

**Please select your preferences from the following menu of options:**

Custom open/graphics (please describe):\_\_\_\_\_

\_\_\_\_\_

Custom music (please describe style, tone, pace, mood, etc):\_\_\_\_\_

\_\_\_\_\_

Custom graphics/type treatment:\_\_\_\_\_

\_\_\_\_\_

Add photographs (Must be provided as high-resolution JPEGs):\_\_\_\_\_

Add titles: Please indicate exactly who should be identified with a lower third (title) graphic, along with their title and spelling – exactly how you'd like it to appear)

\_\_\_\_\_

\_\_\_\_\_

Closing titles, graphics, text or credits?\_\_\_\_\_

\_\_\_\_\_

*IMPORTANT! Please note that your final, edited video can only be as good as the raw footage. If your original footage is shot poorly, too dark, too grainy, too shaky, out of focus, etc. – then we reserve the right to refuse to produce the tape and will return the footage to you at no additional cost. (Provided no pre-production has taken place.) Minimum video quality standards are at the discretion of the video producer.*



## Your Personal Producers are:

**LOU BORTONE** — Lou Bortone's 20-year career has taken him from the newsroom at WBZ-TV in Boston to the senior executive suites at Fox Entertainment in Los Angeles and, now, back to the east coast with Granite Planet Productions.

Before returning to New England, Lou was Senior Vice President of Marketing and Advertising for Fox Family Worldwide, where he led a creative and events team of 25 staff and managed a \$35 million dollar budget. Called "the best-run division at Fox," Lou's team produced more than 40 major events per year and directed strategic marketing and creative services for the Fox Family Channel, the Fox Kids Network and international television producer Saban Entertainment.

Prior to joining Fox, Lou was Vice President of Communications for Promax International, where he managed public relations, advertising and promotion for the worldwide media trade association. Lou was instrumental in reinvigorating the nonprofit organization's conference by helping to attract speakers such as Michael Eisner, Ted Turner, and Maya Angelou.

**JASON C. GRANT**— Over the last ten years, Jason Grant has shot, edited, and produced for PBS, CBS, The Discovery Channel, top-market broadcast outlets and a wide variety of nonprofit organizations and businesses. He's taken his storytelling prowess and his camera up mountains, into forests, onto the scenes of floods, fires, crimes, presidential campaigns, and legislative battles, and into the stadiums and locker rooms of the New England Patriots and the Boston Red Sox. In 2006, a story he shot for CBS/Boston on a porpoise giving birth [received an Emmy Award](#) for Best Spot News.