



The Viewfinder

Capturing Value Through Video

August 1, 2006 Issue #1

[Parc Entertainment Video Productions, Inc.](#)

From the Audience

We invite all of our readers to [e-mail](#) their questions and/or comments for publication in future issues of *The ViewFinder*.

Quote of the Month

"It is time for us to stand and cheer for the doer, the achiever, the one who recognizes the challenge and does something about it."
- Vince Lombardi

Success Stories

"Our return on investment is paying off; there is a noticeable difference in website activity since airing the [commercial] and membership is also on the rise."

John O'Malley
President
Professional Sales Association

We invite our readers to [e-mail](#) us their stories of how video helped to create better results for their businesses.



The Process of Production: What You Need to Know

By Clint Till

The value of a strong corporate image is priceless to any company. Businesses know that to make a lasting impact upon potential customers, they must take full advantage of the tools available in this rapidly evolving technological world. Video is one resource that has given businesses excellent response rates over the years. It is a medium that is more pervasive and affordable than ever, and companies are starting to realize just how valuable an effective video presentation can be. Businesses are now using videos on their websites, in direct mail campaigns, and in sales presentations. Non-profits are using videos as a method of raising funds, and chambers of commerce now realize that a video presentation can be very successful in spurring community growth.

Jeffrey Gitomer, nationally-known author and speaker, is emphatic on the value of video. In his book, *The Little Red Book of Selling*, he says, "A video... is worth a sale... If a video is not in your budget, gag (or fire) the bean counters, cut your own pay, or go into debt for it. It's that valuable."

Creating a video for your business is an investment in your company's future. It will be extremely effective in solidifying your corporate identity, reaching out to new customers, and keeping existing customers. Remember, the key word here is value, not price. One isn't concerned with the price of a good attorney when the company is faced with a lawsuit. Why; because there is tremendous value in having a good attorney on your side. You may succumb to "sticker shock" when first presented with a video budget, but you must continue to remind yourself of the sustained value this tool will bring to

Recommended Reading

The Little Red Book of Selling
by Jeffrey Gitomer

Reel Value Reminders

1. Remember that video is valuable. If you're not doing it, you can be assured that your competition is.
2. Remember that video can be used in a number of different ways to communicate your message.
3. Remember that an effective video takes preparation.
4. Remember to put everything in writing.
5. Remember to get all release forms signed.
6. Remember that a video production is a heavily involved process. Be patient.
7. Remember to clarify your needs and goals before meeting with the producer.
8. Remember to be specific in all communication with the production company.
9. Remember that your involvement is important.
10. Remember to look at the rough cuts, but remember why they are called "rough cuts."

Flash Forward

In next month's issue, we will look at the question of whether to spend your advertising dollars on video or in other media.

your company.

Many business owners are excited over the thought of putting together a corporate video, but they have little experience working with production companies. Understanding what is involved in each stage of the production process will only ensure that you get the most out of your investment with the least amount of surprises.

The most important thing to remember when you commit to a production is *patience*. The business of putting together a polished video is long and highly-involved. Turn-around time for a production is usually measured in months, not weeks. So plan ahead. Knowing this before signing the dotted line is critical if you hope to stay within your assigned time frame.

Pre-Production

Before the initial meeting with a video producer, take the time to answer a few questions about your project:

1. What do I want this video to achieve?
2. What is the desired effect; should it present an image, educate, or call the viewer to act?
3. Who is my target audience?
4. How will I be using the video; direct mail, web site, or on sales calls?
5. Will distribution be external and/or internal?

A good producer will know to ask the right questions, but it's always important to give the production company as much detail as possible regarding your company, your needs, and your vision. This will give the producer good ideas for the overall look and feel of your video.

It's vital that you and your company be heavily involved during the pre-production stage. Make sure you completely understand the concept and creative strategy before giving your approval. Don't assume anything and don't leave anything to chance. It's okay to object, but your criticisms need to be specific. Tell the producer exactly what you do and do not like. Put it in writing so both parties understand. Remember, during pre-production it's much easier (and less expensive) to make changes. If you try to make drastic creative revisions after all the footage has been shot, your company will be faced with a major expense.

Production

Once the concept, script, and schedule have all been approved, the video will move into the production stage. During production all the footage is shot. It's a good idea to have a company representative on set at all times to observe the shoot. If you can't be on the set personally, select someone who has been involved with the project from the very beginning. You will want an individual who is familiar with the strategy and goals of the video so he or she can give insightful comments to the director when prompted. The job of this company representative is not to take over the director's responsibilities, but to make sure that everything is progressing as planned.

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Be a part of the film discussion by visiting Clint's blog, [FrameRate](#).

Post-Production

Time spent shooting footage for the video is relatively brief when compared to the time invested in editing and mastering the project, but the hours spent in post-production are certainly worth it.

Again, if possible, assign a company representative to sit in on the edit session to give feedback. If you know beforehand that no one is available for this task, then set up an approval schedule with the production company that specifies dates on which rough cuts are to be delivered. Remember, a *rough cut* is a work-in-progress, not the finished video. Taking time to view the rough cut is important because it allows you to see your project take shape and provides you the opportunity to offer constructive criticism to the production company.

In a corporate atmosphere that's highly competitive, and in a technologically driven world that's rapidly delivering video through various applications, using video to communicate your company's message is more valuable than ever. Making the decision to invest in a video marketing tool may not be an easy one, but it is the right one, and knowing what to expect when working with a production company can save money and give your business a significant advantage over the competition.

ABOUT THE AUTHOR:

Clint Till has been involved in production for 10 years. His corporation, Parc Entertainment, is an award-winning video production company specializing in sales and promotional videos for businesses and non-profits. He strives to help business owners better understand the value of video in their marketing strategies. Become a subscriber to *The ViewFinder* - FREE.

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