



The 4EVER Group

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The Whole Enchilada!

All the Ingredients to Create a Profit Making Business

Steve and Laura Moses
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EventDV Top 25
www.vantagepointweddings.com

1. How to structure a demo collage for major impact in minimal time

The “Hook” Factor

Your demo should be a “hook”. By leading your website, demo, and bridal show demo with a brief, highly stylized wedding segment you will give a wonderful first impression, so that a potential client will want to look further into your work. To achieve this:

- a. **Every Clip Must Count** – Each shot has to have some sort of emotional impact or be beautiful.
- b. **Don’t Fight the Music** – Once you’ve picked the music let it guide you in what to do.
- c. **Movie Soundtracks** – Soundtracks can be used to accentuate emotions and add cinematic grandeur.
- d. **Cinematic royalty-free music:** We use NightSong Productions (myladonna.com)

2. How to get professionals in the wedding and event industries working for you, providing a constant stream of referrals

- a. **Givers Gain** – To get referrals you have to give referrals - givers gain. Spread the love. Sometimes you have to play the game, just like the corporate world.
- b. **(The Usual Suspects) Photographers, DJs, Wedding Coordinators, and other Videographers** – Pass out samples of your work to everyone you can connect with and don't be afraid of other videographers copying it. The benefits of having your work seen far outweigh the risks of having it stolen.
- c. **How to get photographer referrals** – Give photographers the “Highlights” portion of the wedding on which you worked together or a pre or post-ceremony segment where they can see some of their poses “in motion”.
- d. **Only refer good vendors**
- e. **Other videographers** – Network with other videographers for support and inspiration. They are colleagues not competition and they can be an excellent source of referrals.
- f. **Image is Everything** – Dress for success. If you dress and act like a professional others will assume you are a professional, even if they haven't seen your work.
- g. **The Power of Video: You Have What They Want** – Other vendors love to have their service highlighted. Give them a copy of the segment of the wedding you did together which pertains to their service. Every time they use your DVD to show a prospective client what they do - you're getting *free* advertisement.

3. Creating a profit making business.

- a. **Business Structuring** – Full time, part time, supplemental, volume or high-end. Again, dress professionally whether you're seeing a client in your studio or living room. Offer a chilled, bottled water or beverage. A little high-end treatment goes a long way. Show your clients they're getting a class act, even if you're providing a budget video.
- b. **Purchasing Restraints** – When it comes to purchasing equipment, if it's not going to make you money don't buy it.

- c. **Diversify! Diversify!** – If you have or are considering a full-time business the more video related services you provide the more opportunity there is for income.
- d. **Integrity is Essential** – Integrity is essential in getting vendors and past clients to refer you. They must be able to have absolute trust in you.

4. Methods of effectively producing venue demos

a. **Getting on Vender Referral Lists** – Again, you have the power of video. If you want to keep it simple, you can use the edited segments from your wedding that pertains to that particular venue: i.e. ceremony location or reception room set-up. These segments can be taken directly from your timeline and placed in separate chapters on a DVD for the venue.

5. Why diversity in production translates into increased income

- a. **Diversity in production shows potential clients you are versatile**
- b. **It allows you to appeal to a variety of brides**
- c. **It builds a client's confidence in you**

6. How to beautify raw footage through basic filters

We generally use filters to help brighten our raw footage and to make our subjects pop out of the background. These following adjustments are just a guideline. Final adjustments should be determined by what kind of camera you are using and the exposure of the shots.

- a. **Color Clips** – Raise chroma/saturation and contrast. Lower brightness. Little or no soft focus.
- b. **Monotone Clips** – Raise contrast and brightness, little or no soft focus. Raise the contrast in the black balance.

7. How to structure shots for dramatic effect

- a. **Mix it Up** – Mix up your camera angles, your moving camera shots, and your footage.
- b. **Keep an Element of Surprise** – It's important that the viewer not be able to consistently anticipate your next shot.

c. Alternate Filters and Speed

8. How to effectively use sound bites

- a. **Use Sparingly** – Save monologs for documentary and short-form weddings, they are too much and simply too distracting for short pieces. In brief stylized pieces less is definitely more.
- b. **Separate Dialog** – People tend to talk too fast and run their sentences together. Separating the dialog allows what's being said to resonate with the viewer; therefore adding to the emotional impact.

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