

# **Name of Company: Your Video Guides**

## **Who we are:**

We are two video professionals that want to share our knowledge about all aspects of video production with nonprofit organizations and small businesses so those working in marketing, advertising, communication, outreach/education, public relations, and content management can use video more effectively, affordably and efficiently to raise more money, sell more product, and reach more people.

## **What we do:**

**Online Course:** Our online course covers:

- Story and strategy: your story, message, audience, plan, strategy, budget, etc.
- Shooting and editing basics: tips on shooting and editing yourself
- Working with a video production company: tips working with professionals more effectively and affordably.
- Technology: equipment and software recommendations, advice on formats, compression, uploading, embedding, etc.
- Fundraising: raising money to fund your video.
- Creating a buzz: tips on using social and traditional media and other strategies to reach broader audiences with your video.

## **Webinars:**

- We supplement our live course by hosting regular webinars where we and invited video professional guests talk on specific topics more in depth and answer questions.

## **Live events:**

- We hold live events and cover select topic areas from above more in depth while providing networking opportunities with video professionals and media from the area.

## **Creative vision:**

We'd like a clean look that can encompass our broad topics of video production along with raising money and using strategies to reach more people through video. We don't want our logo to look like how-to video instructors with a fancy video camera as the main graphic or outline.

No preference on colors.

**Descriptive wording:** some of the wording we currently use in promoting our online course and live events:

- Chart Your Course for Effective and Affordable Video

- When you want or need video for your organization or business, it's sometimes choppy water not knowing where to start, how to get there...and what to do if you're in over your head.
- We're here to help. Consider us your personal video guides.

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