



VIDEO PRE-SHOOT CHECKLIST

Business Name: _____ Contact: _____ Phone: _____

Filming Location: _____ Date: _____ Project ID: _____

Lights, Camera, Action! D Net Marketing offers an exciting opportunity for business owners to take advantage of increasing visibility and awareness through videos for online marketing. Completing this pre-shoot checklist is necessary to bring clarity and organization to your video project. See FAQs or search YouTube in your niche for more ideas and inspiration.

Type of Video (circle one): Introduction * FAQs * Product Demonstration * Testimonial * Squeeze Page
Celebration * Sales * Training * Seminar * Workshop * Event Highlight * Other: _____

What is the goal or intention for your video? _____

What audience do you want to reach with your video? _____

What is the desired look and feel of your video? _____

Videos typically follow a simple format that includes 3 parts: Introduction, Content and Call to Action. It is very important to invest time completing the outline below so that you are prepared. When you are prepared you will be relaxed which will allow you to showcase your personality, passion and business. Use additional pages if necessary. Consult the FAQs page for further suggestions.

Intro/Overview: _____

Content / Talking Points: _____

Call to Action: _____

B Roll! Are there physical areas, angles or features that you feel should be included in your video? (Examples: sign on building exterior, vehicles, entrance or lobby area.) Please list priority items.

VIDEO RECORDING FAQs

How long are the videos?

Length of video largely depends on the type of video you are recording. The entire message of an introduction video should be 30-45 seconds long. Other videos, such as product demonstration videos, will be longer. If you have a lot of content such as training videos, think about creating a series of videos. Remember, people generally have short attention spans, so a good rule is to keep it short, sweet and leave your audience wanting more!

Will there be a teleprompter?

No, we have found that videos are much more natural and the end result is much better without the use of a teleprompter. Please write out your script or outline and practice in advance. With longer videos, you don't need to record the entire script from start to finish. It is possible to record sections or bullet points of the video content one at a time and combine them together for a smooth final product during the editing process.

What should I wear?

No green! If we use "Chroma-key green" backgrounds, your clothes will blend in with the background. Also, avoid stripes or plaid which can cause problems. Women are asked to not wear "noisy" jewelry which can greatly interfere with recording using a lavalier microphone.

What will I need to provide?

If your final video requires any photos or slides, it will be necessary to email these in high resolution .jpg or .gif formats. We request all logos be without any type of background colors and be emailed in both .gif and .ai formats.

When and where are videos filmed?

Location of video recording depends largely on the type of video. Intro videos are typically filmed on location within a client's office; however, a product demonstration video may be filmed in a production facility.

How long will the recording take?

To ensure the quickest recording time, come prepared. Make sure you know what you want to say and have practiced your message before the recording session. If you have prepared for your session, it will only be necessary for two-to-five "takes" and filming should last about 30 - 40 minutes. We suggest allowing for at least an hour for the entire session to allow the videographer to capture natural office or business settings and other b-roll.

What recommendations do you have for video talking points?

Pick out a few of the talking points below that are most relevant to the style of your video.

Talk about content that is interesting and relevant to your audience, rather than trying to sell yourself.

Explain your business in a factual way and be sure to allow yourself to express your passion along with your expertise.

- What gets you the most excited about your business? Why do you do what you do?
- What makes you or your business unique or sets you apart?
- What services do you provide?
- What should a prospective client know about your business?
- How do your products / services benefit your customers?
- Which clients receive the most benefit from your product and/or service?
- How long have you been in business? How did you get started?
- What is the number of employees in your company?
- How many / where are your locations?
- What are the advantages over your competition?
- What is your community involvement?
- What changes have you seen in your business / industry and how have you evolved?
- What is a success story that illustrates your business?
- Do you have a client testimonial (s) that can be included?
- What do you want viewers to do as a result of watching this video?
- What is your call to action! Do you want them to buy? Subscribe? Call?

After you have finished your video with a strong call to action, finish your video with a big SMILE!

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APPEARANCE RELEASE FORM

In consideration of the opportunity afforded me to participate in the production by D Net Marketing ("Producer"), I hereby unconditionally grant and release to Producer, its successors, assignees and licensees, and third parties the irrevocable and perpetual right in perpetuity throughout the world, but not the obligation, to use, as Producer may desire, all still and motion picture and soundtrack recordings, portrayals and/or other materials (all of which shall be collectively referred to hereunder as "Materials" and shall be "works-made-for-hire") which Producer may make of me or my voice, including the right to use my name, voice and/or likeness, in the Productions and in connection with advertising, publicizing, broadcasting, producing, exhibiting and exploiting the Productions, in whole or in part, in any manner whatsoever, in any and all languages, by any and all means, media, devices, processes and technology now or hereafter known or devised.

I agree that Producer retains the right to claim authorship of the Services (e.g. placement of a web developer credit on a web site). Further, D Net Marketing retains the right to utilize the products created as part of the Services and/or Client for D Net Marketing portfolio and other uses that promote D Net Marketing (e.g. marketing materials and inclusion on the D Net Marketing website). Client warrants and represents that it is the rightful owner or licensee of all content that it may provide to D Net Marketing for implantation of the Services. Client will indemnify and hold D Net Marketing harmless against any claims for infringement of intellectual property, including but not limited to infringement of any copyright, trademark, patent or trade secret made against D Net Marketing by any third party.

I agree that Producer may edit, alter, dub and/or otherwise change the Materials for any such purpose. I hereby release Producer, its successors, assignees and licensees from any and all claims and demands arising out of or in connection with such use including, without limitation, any and all claims for invasion of privacy, infringement of my right of publicity, defamation (including libel and slander) and any other personal and/or other property rights, and I agree that I shall not now or in the future assert or maintain any such claim against Producer, its successors, assignees and/or licensees. I understand that Producer has been induced to proceed with the production, distribution and exploitation of the Productions in reliance upon this agreement. If Producer breaches this agreement, I agree that my sole remedy shall be strictly limited to an action for monetary damages, if any, and in no event shall I be entitled to terminate this agreement or to seek to enjoin the production, distribution, exhibition and/or other exploitation of the Productions or any part thereof. Producer may assign this agreement, or any party thereof, to any third party. Producer and I acknowledge and agree that this agreement shall be governed by the laws of the state of California applicable to agreements executed and to be wholly performed therein. This agreement constitutes our entire understanding with respect to the subject matter hereof and cannot be amended or revoked except by written agreement of both parties.

(signature) (Date)

(Print Name)

(Title, if applicable)
Address: _____

(IF THE ABOVE SIGNATORY IS UNDER THE AGE OF 18 YEARS, THE PARENT OR LEGAL GUARDIAN OF SUCH PERSONS SHOULD SIGN BELOW.)

I hereby warrant that I am the parent and/or legal guardian of the person who signed the foregoing agreement, that I have caused said person to execute said agreement, and that, knowing of your reliance hereon, I agree to cause said person to adhere to all of the provisions of said agreement.

(signature) (Date)

(Print Name)

(Title, if applicable)

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VIDEO ORDER FORM

Type of Video: _____ Price: _____
Other Services: _____ Price: _____
Other Services: _____ Price: _____
Total: _____
Payment Received: _____
Remaining Balance: _____

Terms and Conditions

This agreement is hereby entered into between _____ (Hereinafter referred to as "Client" or First Party) located at _____ and (Second Party) D Net Marketing, LLC (DNM) located at 624 Santa Ynez Way, Sacramento, CA 95816 on the ____ day of _____, 2013.

Client authorizes the Agency to use all Client logos, trademarks, web site images, videos, etc., for use in creating video products and for search engine optimization. Client sole remedy for any claim against D Net Marketing with respect to the quality of the Services will be the correction by D Net Marketing of any material defects or deficiencies, of which Client notifies D Net Marketing in writing within sixty (60) days after the completion of that portion of the Services. In the absence of any such notice, the Services will be deemed satisfactory and accepted by Client. Neither party will be held responsible for any delay nor is failure in performance of any part of this Agreement to the extent such delay caused by events or circumstances beyond the delayed party's reasonable control.

Information needed: Website login id: _____
Website password: _____
YouTube email address: _____
YouTube password: _____

D Net Marketing agrees to deliver video(s) and or services for Client in accordance with the specifications set forth in this proposal. Client will pay D Net Marketing via check for services.

We hereby order from D Net Marketing delivery of the products and services defined herein under the prices and conditions defined above. Your signature below indicated acceptance of the terms of this proposal.

Date

D Net Marketing

Date

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| Videos | Slide Show Video | Slide Show Voice Over | Intro Video up to 60 sec | Biz Video 60 + Secnds | Biz Video + Mktng Package |
|--|------------------|-----------------------|--------------------------|-----------------------|---------------------------|
| Video Production Features | \$99 | \$199 | \$399 | \$599 | \$849 |
| Images, power point slides, logo, phone number, web address | X | X | X | X | X |
| Royalty free background music. | X | X | X | X | X |
| Uploaded to D Net Marketing YouTube channel and Facebook page with individual and business name. | X | X | X | X | X |
| Short Intro video of business owner OR Professional voice over. | | X | | | |
| Travel to business office or other location within 15 mins of Sac. | | X | X | X | X |
| Coaching on creating and delivering a powerful video presentation. | | X | X | X | X |
| Intro of business, key personnel & supporting business footage. | | | X | X | X |
| 3D generated introduction & closing graphics. | | | X | X | X |
| 1 or 2 testimonials inserted into video (optional). | | | | X | X |
| YouTube channel creation and optimization. | | | | | X |
| Marketing package to rank video on YouTube & Google for top keywords | | | | | X |
| A la carte pricing | | | | | |
| Transcription of video. Minimum of \$15. | \$ 2 | per/min | | | |
| QR code for video generated for use in marketing. | \$ 10 | | | | |
| Travel time more than 15 miles outside of Sac region | \$ 25 | 30 min | | | |
| Uploaded to clients YouTube channel with individual/business name. | \$ 25 | | | | |
| 1,000 YouTube views - jump start marketing with video views. | \$ 35 | | | | |
| Rights to video without D Net Marketing branding. | \$ 45 | | | | |
| Keyword rich title, description & tags to rank on YouTube & Google. | \$ 75 | | | | |
| Professional script writing of 30 second voice over. | \$ 75 | | | | |
| Business presentation recording. 3 hour minimum. | \$ 80 | per/hr | | | |
| Video editing and rendering. | \$ 80 | per/hr | | | |
| Testimonial video provided by client, edited & uploaded to YouTube. | \$ 95 | | | | |
| YouTube channel creation and optimization. | \$100 | | | | |
| Marketing package to rank video on YouTube & Google for top keywords | \$300 | | | | |
| Monthly / Quarterly FAQ package: 4 videos answering FAQ's | \$800 | | | | |
| 30 second commercial. \$500 minimum. | Quote | | | | |
| 3D generated Introduction or closing graphic. Minimum \$25 to \$100. | Quote | | | | |
| DVD creation minimum of 2 hours @\$75/hr. | Quote | | | | |

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