

Buy-Local Video Profile Preparation Tips

How much time is needed to videotape my Buy-Local Video Profile?

The Buy-Local Video Profiles are set for up to 3 hours on-location videotaping at generally one location. Additional time required will be at a \$100/hr rate. 98% of all video profiles can be shot in three hours. Occasionally more time is needed to acquire the video to tell your story – we will work with you.

In addition we provide up to 3 hours for editing, encoding and placing on the web (affiliate chamber sites, www.buy-local.us, you tube and other social network sites). We will provide you the code to add to your website. Have a special need that requires more time to edit; this will be done at a \$100/hr rate.

Do I need to prepare a script?

The Buy-Local Video Profiles are done primarily as an interview. If we are interviewing speakers, we actually prefer an unscripted shoot as it is far more authentic and natural. Think of the interviews as more a conversation, rather than a question and answer session. If a voiceover is needed rather than interviews we do then require a script that will be recorded by the client or for a fee a professional voiceover artist.

Or, we can combine part of an interview with a scripted area as desired. Remember we will be shooting b-roll to cover parts of the interview and all of the voice only sections. The Profiles are packaged based on time and cost. We are here to help so if you need more then the package states we will custom quote to meet the needs of the project.

What should I have ready for the video shoot.

Part of the storytelling is to show what is being talked about in the interview. Think about what your business does. Now and this is critical, you need to have each topic ready to be videotaped and set up ahead of time as to show off what you do – even if you have to stage it the day of the shoot.

Schedule people to be at your store to be customers for your video shoot, to be a patient in a dental chair, or a customer ordering a pizza. The more control you have over who is in the video the better off it will be – this includes your staff as well. This is solely based on what you are selling and whom you are selling to. Pre-plan.

What to Wear: Dress as you normally would. The more relaxed and natural you are, the better you will appear on camera and people viewing your video will know what to expect at their first meeting. We recommend solid colors, as they look best on video. You may also bring a change of clothes to appear more casual in some of the shots.

