

### NEW VIDEO BUSINESSES ARE HOTTER THAN EVER... ARE YOU GETTING YOUR SHARE?



*“My video work has taken me behind the scenes at places like Tiffany’s, Panavision International, AT&T, the Federal DEA, and hundreds of local businesses and agencies.”*

—Hal Landen

*“I’ve been a producer for over 7 years, but knew my proposals needed help. Your course answered so many questions. For my recent proposal, I copied word for word the proposal in your resource guide. I adjusted it to reflect my project and client.*

*Ready for this?????? Using your course, I just landed a \$20,000 project!!!!!! THANK YOU THANK YOU THANK YOU!”* Mike Ashcraft

*“I couldn’t recommend Landen more highly.”*

—Joe Illiagash,  
Director of Operations, CBS 60 Minutes

### ■ #77 PROFESSIONAL VIDEO PRODUCER — A Comprehensive Course

If you love making videos as much as I do, you know it’s an expensive hobby. That’s why I produce videos for others. So they can help pay for my equipment. For the last 12 years I’ve been producing corporate videos, having been in the film and video business for over 20 years. And over those years I have learned a lot!

#### What they don’t teach you in college

College courses costing hundreds of dollars are great for learning the theory of visual communication, but they don’t teach you how to build a profitable business and support yourself. That’s why I wrote **Professional Video Producer** to show you the real world of video business from people who actually run successful production companies. I recently updated and revised the entire course so it reflects what’s happening in today’s world of video business. In this unique home study course you’ll discover the techniques and strategies used by large and small video production companies who’ve learned the most important lesson of all - how to make a profit in this \$8 BILLION business. But before we explore that, let me tell you the FOUR THINGS I LOVE about this work:

#### 1. Variety

Since I started producing corporate videos, I’ve been paid to learn about and produce videos on subjects ranging from dock building, lipstick manufacturing, electronic surveying, furniture sales training, computer programs, architecture, nursing, interstate highway building, sexual harassment, waterfront reconstruction, book printing, food preparation and many more.

My video work has taken me behind the scenes at places like Tiffany’s, Panavision International, AT&T, the Federal Drug Enforcement Agency, and hundreds of local businesses and agencies. And for some projects I travel to other parts of the country (all expenses paid, naturally), but the vast majority are within an hour of my home. If you like variety, you will like corporate video.

#### 2. The Pay

Many of my projects start at about \$5000 and go up to \$25,000 or more. Now, of course, that’s not all profit, but even when I chose to hire freelancers and rent high-end equipment, the lion’s share of the budget still goes to paying for MY services. And I’m usually producing several corporate videos at the same time.

#### 3. Repeat and Referral Business

Producing a video for these clients is just the beginning of a profitable business relationship. Many of my clients order a hundred or so DVDs every few months. This can be a great income even if you don’t own duplication gear. And when you produce a video that helps your client’s business, you’ll be asked to update that video a year or two down the road. One successful video will lead to more clients.

#### 4. Satisfaction and Respect

A lot of people see my videos. Even in my tiny rural town, neighbors are surprised and say, “YOU produced that video?” Yes, but what’s even more fun is helping small businesses, corporations, and non-profits use video in positive ways. It’s satisfying and creative work. I like to think of my videos as “long form” TV commercials.

But like every business there are problems. If you’re already in the video business, I’m sure you, too, have run into problems like these:

**Dry Spells** when you just can’t get enough good contracts

**Nightmare Clients** with high expectations, but low budgets who make your life miserable and never pay a fair price for the good video you produce

**The Vicious Cycle** of not having the right equipment or skills to produce the video your client will pay big bucks for

**“Tire Kickers”** who waste your time by saying they want a video, but never make a commitment to producing one. (One reason is that many don’t even have the money or authority to hire you.)

**Contracts that never seem to pay** you for ALL of your time.

Believe me I’ve been through it all. When this is your sole income, you’ve got to study what the most successful producers do because their strategies work. On page 2 I’ll show you how I’ve succeeded with these strategies and how you can too.

Continued from page 1

■ **In Part 1 of my Professional Video Producer Home Study Course you'll learn how to conceive, write and produce an effective business video on a small budget.**

■ **In Part 2 you'll see how to build this into a real business with a real income.**

■ **And in Part 3 you'll master the vital sales and marketing skills and techniques which bring in the contracts. Here are just a few of the things you'll learn:**

### Part #1

#### How To Produce a Successful Corporate Video

- The 26 Advantages of Business Videos. These help you sell the job as well as produce it.
- How to become an expert in video marketing and really help your clients grow their business with video.
- Use your client's existing marketing literature and web site as a starting point to structure and script your video.
- The *One Scene* every marketing video should include.
- *Seven Questions* you must ask to insure the video will succeed. (Also very helpful in making the sale.)
- *How to Hire and Work* with the best professional narrators and actors to give your video that extra edge. Best news is that it's a buyer's market.
- Develop your "*Golden Rolodex*" of highly skilled freelancers to tackle ANY kind of corporate video project and watch your profits multiply.
- Use Smart Budgeting to know your exact profits before you start a project.

### Part #2

#### Build A Solid Foundation For Your Video Business

- A simple way to research your market to be sure there's enough business to support your business.
- The Question of Partnerships: why most fail and what to do about it.
- What Equipment should you own? A revealing look at how some producers make more money by NOT owning any equipment.
- Develop a *Professional Business Presence* with a few simple tools.
- How to bootstrap your business without borrowing. And insider tips you must know before you even think of borrowing.
- How to set up an IRS approved home office, deduct a percentage of your mortgage payments, avoid sending

## Screen Shots from a Few of My Video Productions:

*Testimonials from a video about a \$5 Million Stallion—*



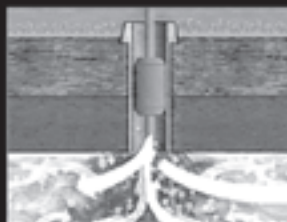
*Close-up from a video about chip manufacturing. Testimonial from a video about dock building—*



*Actors in a video for a restaurant chain. Actress on right had appeared in You've Got Mail—*



*Animation and an action scene from a video about well reclamation—*



### Some shots are easier to get from other sources:

*These three shots were all legally obtained from other sources to make several corporate videos look like big budget productions. I'll show you how to do the same.*



“red flags” to the IRS, and make your video business virtually audit-proof.

■ The definitive word on Independent Contractor vs. Employee for the video business.

■ What you need to know about your demo disc. The right way to show other peoples' demo discs and what NEVER to do.

■ How To Set Your Own PROFESSIONAL Rates and avoid the most common mistake of rates that are TOO LOW to instill confidence. Never again charge less than a plumber.

***“I wish I'd had this when I first began founding production companies many years ago.”***

—William Johnston, Ph.D., columnist,  
Video Systems Magazine

## Part #3 Marketing & Selling Your Services

■ How to find thousands of corporations, businesses and non-profits who need video all within 60 miles of your home.

■ The *Direct Mail Plan* that brought me \$78,000 in contracts the very FIRST time I used it. Even if you only get half of that, you'll still pay for the course about 300 times over! These ready-to-go marketing materials give you instant credibility. Now corporate executives will call YOU!

■ Advertise in the yellow pages or your local newspaper? See why not and discover where you SHOULD advertise.

■ Nine best tips for networking with corporate decision makers.

■ Use *Free Publicity* to build your video business right now. It's much more effective than paid advertising.

■ Step-by-step approach to making and closing the sale. Quickly eliminate the “tire kickers” who waste your time, but never sign a contract. Work only with those who really have the power to say YES to your video proposal. Ask the right questions and then listen carefully as your prospect tells you everything to include in your proposal!

■ Need a winning proposal? Use mine and I'll show you how to easily customize it for hundreds of different clients in different industries.

■ How to avoid ever making those dreaded COLD CALLS.

### **83-page Resource Guide (both printed AND on CD)**

**Gives you every document you need to run a profitable video production business including:**

■ Three Complete Video Scripts

■ The Master Budget Form

■ Sales Letter with Complete Instructions

■ 17-page Promotional Booklet, *The Business of Business Videos*, and how to use it to get big production jobs.

■ *The Proposal* that's won me much more than my fair share of video jobs.

■ *Letters of Agreement* for Ambitious Producers including three “boilerplate” contracts with line-by-line instructions on how to modify them for any production, how to present them in person and get a signature and check on the spot.

■ *Change Order Form*. This simple form and the technique of using it is worth the cost of the course. It will add thousands to your yearly income and protect you from nightmare client situations before they can start.

■ *Mailing List Guide* shows exactly how to specify the perfect clients in your mailing list.

■ *Killer Collection Letter* helps you collect at least 95% of those HOPELESS CASES (the ones you had BEFORE you read the course).

*This Resource Guide also includes complete instructions for using and modifying these powerful documents to suit your own business.*

### **FREE BONUS**

Act now and I'll include on the disk the remarkable *Guide to Public Domain Footage* described on the next page.

### **FREE TRIAL OFFER**

Try *Professional Video Producer* for 90 days. Examine it at your leisure, try some of the techniques and if you don't agree this will give you the kind of video business you've always wanted - for a full-time career

or just a very profitable, sideline, simply return it within 90 days and I'll send you a prompt refund. No questions asked.

In this free trial period, some people have managed to win video contracts worth several thousand dollars. You can't lose!

Sincerely,



Hal Landen

P.S. If you need to customize one of my strategies to suit your particular situation, give me a call. I'll be glad to help you at no charge. I want you to succeed.

### **Order Item # 77**

**Home Study Course includes:**

1. The book *Marketing With Digital Video*
2. *Extensive Home Study Guide*
3. *83-page Resource Guide*
4. *Letters of Agreement*
5. *Guide to Public Domain Footage*

Price \$147.77 postpaid

*Here are some notes from satisfied customers:*

***“Just so you know, my first project won an Aegis corporate video award in the low-budget category. I am applying things from your course. Thanks again!”***

—Rob L

***Your proposal techniques got us another meeting and this time they signed a \$5,000 contract! Your course has already paid for itself over 10 times! Thank you very much.***

—Martin Z Collings

***“This course distills years of learning and hard-won successes into easy-to-grasp nuggets that even a neophyte can put into practice. Hal's course is well worth every penny.”***

—Steve Sakellarios

## What others say about Marketing With Digital Video:



"Filled with rock solid fundamentals, the book shows what it takes to really transfix viewers to the screen." —Brent Conrad

"It's not too often that a book written for the absolute beginner also turns out to be a useful text for the seasoned professional, but VideoUniversity creator Hal Landen pulls off this trick with the second edition of *Marketing with Digital Video*." *EventDV*." — Doug Graham, Columnist *Event DV*

"An especially effective reference guide for those in the field of marketing, advertising or public relations...offers the right information for those who are ready to use the power of video to sell." —Videomaker Magazine

"Your book is a **MUST** for anyone in video or just getting into video." —Bob Perl, Atlanta Videographers Association

"I'm sending you a copy of the video I just completed using your book. My client is thrilled with the video!" —Clay Mikolasy

### ■ #101 Marketing With Digital Video: How To Create A Winning Video For Your Small Business or Non-Profit Organization

Ostensibly written for businesses who want to produce an effective marketing video without paying full price, this book is ideal for the novice or intermediate level producer because it assumes no previous knowledge. The book explains step-by-step how to plan and produce a successful business video on a shoestring budget. Discover hundreds of tricks-of-the-trade that easily move your project from script to screen. DVDs and the web are just the beginning. Promotional videos are on cell phones, PDAs and more. The most important thing you'll learn in this book is how to make a business video that pays for itself many times over whether on DVD, the web or another media.

Learn by example how to emulate and master the proven techniques of successful business videos, TV commercials, infomercials, video news releases and more. Learn how to hire professional actors, narrators and technicians and save money. Learn the three C's of shooting: composition, coverage and continuity. Master the techniques of professional lighting, editing, directing and much more.

Order #101 ISBN: 1-888093-09-9

Book 260 pages. \$19.95 plus \$4.50 shipping

### ■ #102 The Marketing Video Magazine Vol. 1

This companion DVD takes up where the book *Marketing With Digital Video* leaves off by showing real-life examples from a diverse selection of successful business videos. Learn how to:

- **Sell the Sizzle, Not The Steak.** See a stunning example of how to create romance and excitement in a marketing video.
- **Use Other Peoples' Footage.** See how spectacular public domain footage from the U.S Government and other sources was used to produce a highly effective video for less than \$200.
- **Short Marketing Videos Are Better.** See why a six and half minute video succeeds where others twice the length failed.
- **Give Your Viewer Clear Benefits.** Presenting viewer benefits is critical to the success of a business video. Discover which benefits will get and keep your viewers' attention.
- **Use Testimonials To Sell.** Whether in a letter, email or live video, testimonials are dynamic sales tools. You'll see just how to use them to sell more products, services or ideas.

Use the techniques in this DVD and put your own business videos on the path to success.

Order #102

DVD 31 mins. \$24.97 plus \$4.50 shipping

# Special Offer!

Get all three items on this page  
and save over 26 bucks  
—WE'LL EVEN PAY SHIPPING!

You get the book, DVD, and CD-ROM for **only \$57.77 postpaid**

Order #105 Special Offer \$57.77



### ■ #103 Guide to Public Domain Footage

The shots above are low res black and white, but the videos are in color and they're stunning. The best news is that they're all in the public domain. This remarkable disk guide unlocks the secrets to finding and using literally thousands of videos you can legally use in your videos. These productions cost many millions of dollars to produce and can be easily purchased for the cost of a copy!

Choose from hundreds of subjects like: **Vietnam War, NASA, Fine Arts, Environment, Education, Cancer, DNA Analysis, Afro-American Studies, Astronomy, Seamanship, Nursing** and much more. You won't believe the variety of films and videos the U.S. Government has produced. Discover the government's little-known web site with thousands of videos you can buy today. Learn the easy way to find the footage you want. Includes three Government Video Catalogs: NASA Videos, FBI, Highway Safety and more. Everything you need to know about copyright and "Fair Use" to legally use this footage in commercial projects, TV and more. Includes **"How To Investigate The Copyright Status of A Work."** Why pay \$40 a second for one time use when you can buy a 20 minute video for \$40 directly from the government and use it forever. It's like owning your own million dollar stock footage library.

Order #103

CDROM Cross Platform requires web browser.  
Only \$29.95 postpaid

## ■ Digital Stock Footage Library

**Amazing Royalty Free Shots now available on Mini DV tapes, DVD or DigiBeta.**

This library by Time Image is cleared for your unlimited use and worldwide broadcast. Shot on film and mastered to Digital BetaCam for superior quality, the Time Image library covers virtually all subjects. This library is ideal for all DV producers of corporate videos, commercials, TV shows, music videos, and web designers ... the possibilities are as endless as the stars!

Satisfied clients include:

ABC, CBS, Fox, NBC, Disney, MGM Productions, Access Hollywood, and the Super Bowl.

Just a little bit of what's here:

Timelapse Shots of Suns, Clouds, People, Traffic; Shots From New York City, San Francisco, Canada, Egypt; High End 3d Animations for Advertising, Corporate, Pr.; Shots of Oceans and Lighthouses; Powerful Concept Visuals of Time, Power, Cute, Fast, Slow; News Shots of Disaster, War, Fires, Floods, Tornadoes, Pearl Harbor, President Bush; Incredible Nasa Shots of Shuttle & Rocket Launches, Earth Views, Mars Lander; Mexico & The Caribbean Myan Temples, Turquoise Seas, Tropical Scenes. Viva Las Vegas! 13 Great Shots, Health and Well-Being Shots: The O.R., M.R.I., X-Rays, Commercial and Military Aircraft, Apollo Moon Landing, JFK Speech, Marinelife Shots, Desert Scenes, New York City Scnes from the 60's, retro invention scenes, winter scenes and more.

There's no light weight stuff here. For proof, see the demo video on our web page of this product. Please call or email with any questions.

### Order #232F

(Eight) DVD-ROMs with 25 Volumes  
\$577.00 with Free Fed Ex shipping

### Order #232G

(Ten) DVD-ROMs with 30 Volumes  
\$779.00 with Free Fed Ex shipping

### Order #232H

(Twelve) DVD-ROMs with 35 volumes  
\$987.00 with Free Fed Ex shipping

### Order #232J

(14) DVD-ROMs with 40 volumes  
\$1177.00 with Free Fed Ex shipping

These DVD-ROMs will not work in a consumer DVD player. Your computer must have a DVD-ROM drive. The Quicktime files are both Mac and PC compatible.

### More Options

This stock footage is also available per volume or in PAL or DigiBeta. Please call for details.



## ■ #117 Capturing the School Market

Bonnie Durkin, frequent WEVA speaker, has been creating videos for High School events since 1987. She has developed a very smart strategy for producing and marketing *profitable* school videos year after year.

Learn the powerful strategy that has brought her more than \$8600 from videos sold to just one school! Rather than just document one event, Bonnie creates project themes around the emotions and personal experiences of students. She tapes 5 - 7 schools a year and makes more doing these videos than many wedding videographers! Bonnie explains her profit formula and how you can repeat it year after year.

### Discover:

- How to select the right schools. This is critical to your success
- The most profitable DVD package which is a combination of three events,
- The single most important marketing strategy.
- One type of school video project to always avoid
- And Much More!

### Order #117

DVD and CDROM.  
Only \$74.95 Postpaid

## ■ #118 Shoot and Score With Sports Videos!

Also from Bonnie Durkin

If you love sports and shooting video, this is a business for you! High school varsity sports today are taken very seriously by parents, coaches and kids. There are three school sports seasons and lots of sports to choose from.

Choose a sport or two you would like to learn about and Bonnie will show you how to turn it into regular video income that's fun to do.

Sports videos are also a great way to market yourself because lots of people will see you shooting the events. As Bonnie says, "Do one sports video and it will lead to another, and another, and another. For me, sports-related production has proved the most cost-effective means of marketing and advertising all of my services."

### Learn How:

- Shoot, edit, and market sports videos
- Offer a vast array of sports videos such as game coverage, season highlight tapes, college recruiting tapes, and many more!
- Bonnie's successful strategy for producing and selling the most popular and profitable videos.

### Order #118

DVD and CDROM.  
Only \$74.95 Postpaid



**New Generation Teleprompter**

**■ #134 JonyPrompter**

Utilizing an LCD flat monitor, this system sandwiches between the camera and the tripod. It features an easy-to-use "flip up" design. The mirror folds into a compact unit for easy and safe transport.

The beautifully designed, aluminum JonyPrompter accepts a variety of monitors from 15" to 17" LCD, VGA or Composite Video Monitor.

The special Composite monitor has a "picture flip" or "mirror" function built into its hardware design. So the *Intelprompter* software doesn't need to "flip" the image before sending it to the monitor.

The VGA monitor must mirror the image with the software. *See Intelprompter on the next page.*

These LCD monitors are rated at 50,000 hours. Feel free to call me if you'd like to know more about how the monitors works.

The Jony Prompter works with all video and film cameras including a studio camera, an ENG style camera or the smaller DV cameras and any film cameras!



The JonyPrompter uses a 40/60 beamsplitter mirror like units costing thousands more. (40% of the light is reflected; 60% transmitted.)



It's very easy to attach the JonyPrompter to your tripod. We provide you with a longer 3/8" capture screw that fits into the quick release plate on your tripod head. You get all the hardware needed for any camera configuration. The JonyPrompter weighs 18 pounds so you will want to use a medium to heavy duty tripod.

To attach it to your camera we provide you with two "knob bolts", one is 3/8", the other is 1/4." For larger cameras you may use both of these to secure your camera's quick release plate and for smaller cameras you'll just use the 1/4" bolt. It's easy to balance the camera with the unique "Slide in slot" arrangement.

**A few satisfied customers:**

- CBS Affiliate WDTV
- Indiana University
- City of Redmond, WA
- Liberty National Insurance
- Hundreds of schools and independent producers

**Dimensions:**

- 13.5" x 14.5"
- Main Support Platform Length (mirror up) 25"
- Length (mirror down) Length 27"
- Width 16"
- Height (mirror up) 14"
- Height (mirror down) Height 5"
- Camera Support Platform Length 12"
- Width 3.5" Height 2" or 4"
- Monitor Frame Opening 10" x 13"

**Order One of these Options:**

- JonyPrompter With VGA LCD Monitor  
Item #134A \$1995.00 plus shipping
- JonyPrompter With No Monitor  
Item#134B \$1695.00 plus shipping
- JonyPrompter With Composite Monitor  
Item#134C \$2430.00 plus shipping
- Carrying Case  
Item#134D \$465.00 plus shipping
- JonyPrompter Deluxe Version**  
includes JonyPrompter, Composite Monitor, Carry Case, Intelprompter Software and Hand Controller. Just add your camera and computer  
Item#134E \$3321.77

**Order #134**

**Choose A, B C, D or E above**

Shipping is about \$40 to most places in the US. Please call.

**■ #135 Presidential Speech Teleprompter**



The JonyPrompter for Speech is a presidential style teleprompter system that is shipped in pairs. You've seen these flanking each side of the podium during speeches by the US President. When used this way these devices are often called "presidential glass." The 15" flat panel color LCD monitors sit low and horizontal facing up while the angled transparent beamsplitter glass reflects the text into the view of the presenter. The audience usually just sees the top of the stand and a clear piece of glass and yet the President can read his or her entire speech on the teleprompter without the appearance of reading. The JonyPrompter for Speech is a complete system rivaling units twice their price.

Available with two 15" VGA Flat Monitors and Splitter or with two 15" LCD Composite Monitors with built-in Flip and image reversal

**Order #135**

*Please call for prices and options on the presidential speech prompter*



**# 130 Inteliprompter Software for Windows with Video and Plans**

Forget cue cards or expensive free-lancers. You can own your own *professional teleprompter*. From the same company that brought the DOS Videoprompter into thousands of television stations. Now there's *Inteliprompter for Windows*. This program is a joy to use. Here are just some of the benefits:

- Silky Smooth scrolling
- Choose the font size that fits your needs
- Select multiple font colors throughout your script
- Full-featured text editor included
- Direct Read or Mirror mode prompting
- Completely user-configurable background colors
- Font Effects
- User-definable script bookmarks (Up to 999)
- Reads from and writes to Rich Text Files (rtf) as well as standard text files
- Compatible with your favorite word processor or script writer.
- You can print your script just as it will be prompted (for talent practice)
- Built in User Guide and Help Files
- Also works with laptop and notebook computers for a very portable teleprompter system.

Use your computer's monitor or any size computer monitor in beside-the-lens mode. You can also use a VGA to NTSC adapter to display video text on any size composite video monitor. Used by many TV stations and independent producers, it's also ideal for lecturers and other custom applications.

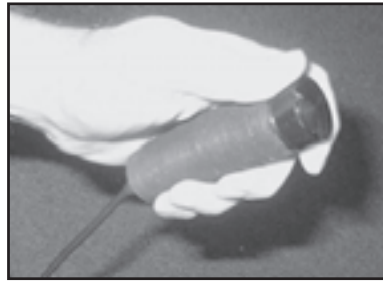
**Order #130**

Software for any version of Windows (95 and up), video and detailed construction plans \$249.77 plus \$4.50 shipping

**#129 Inteliprompter Software Only**

**Order #129**

Software for any Windows \$229.77 plus \$4.50 shipping



**#131 Professional Hand-held Speed Controller for Inteliprompter**

*You will love this comfortable hand controller!*

It lets you change the speed and direction of your scrolling text INSTANTLY. This ribbed, soft rubber controller with its milled aluminum speed control knob just feels good and it's so comfortable for those long shoots. It lets you operate your prompter just like those you see on Network News. The precise micro-controller interprets the exact positions of the control knob, and immediately transmits the information to your computer. Works with all IBM compatibles, including laptops. Requires Inteliprompter software, but does not require a power supply or batteries. Just plug it into your computer's serial port. You're good to go.

**Order #131**

Hand Controller \$197.77 plus \$4.50 shipping

**Or get a GREAT DEAL!**

**Order #132**

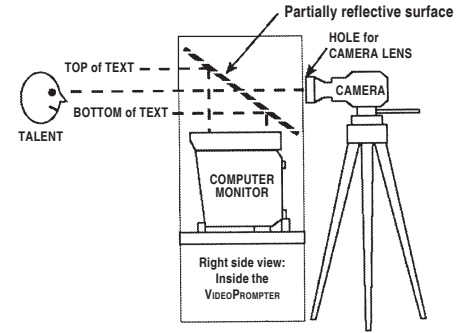
**Hand Controller, Inteliprompter software, video and construction plans just \$429.77 postpaid**  
You Save \$26.00!

**"It's like you buy a VW, but get to drive a BMW!"**

—Martin Kerczynski, Germany

**Build Your Own Teleprompter Box for \$30**

The packages above (#130 and #132) include a video and plans showing you how to build the prompter box with simple materials available from any local hardware store. The drawings show the hardware store personnel exactly how to cut the wood and glass for you. This unit is not as elegant as



the JonyPrompter on the opposite page but will still get the job done. The 55 Minute Video shows you step-by-step how easy it is to assemble the pieces without specialized tools.

**When you need a teleprompter, nothing else will do.**

**"Pro results on an amateur's budget."**

—Joseph W. Allen Jr. KTEH-TV; San Jose, CA

**"A complete teleprompter costs \$4,000 or more - I built yours for less than \$200!"**

—Tom Farnkoff-Newscaster Demo Tapes; Woodridge, IL

**"We used to have a cutoff time of 5PM for our 6PM show, now we can work on scripts right up to 5:55PM. What a time Saver!!!"**

—Nick Chevrefils  
News Director - CJBN-TV Ontario, Canada

**"Quick, easy Auto Cue on a standard PC saves hiring in specialized equipment."**

—Chris R.L. Allen, Aotea Centre New Zealand

**"I own 5 teleprompter products. I just can't find any reason to use anything but VideoPrompter."**

—Jay Pickens,  
VideoHaus Productions; Fort Worth, TX

**"Thanks to VideoPrompter we were able to throw away our cue cards forever! I can't imagine doing video without this software."**

—Gregg W. Kaufman,  
PriMedia; Reseda, CA

**"For the money, the best prompter system available!"**

—Perry Gardner  
Business & Television Inc.; Des Moines, IA

**"I took your plans to our local Home Depot and they cut the pieces for me in no time at all. All I had to do was put it together. Simple. A friend who uses another (high priced) teleprompter was totally amazed!"**

—Milton Bazo  
Bazo Video and Photography; Duniden, FL

**"VideoPrompter helped us greatly reduce production time of our training videos... The system paid for itself on the first shoot!"**

—Michael Martens  
Martech Systems Inc. Wausau, WI

## #112 Wedding Video For Profit: A Business and Marketing Guide

Mitch Lang's wedding video business became so busy he had to hire extra crews to shoot 5-6 weddings every weekend, but then he learned a surprising fact: the low budget, high-volume wedding business he had created wasn't very profitable and was far too stressful. So he transformed his business by focusing on wealthier clients, raising prices and accepting fewer bookings. By doing so he made more money and had a much better lifestyle.

There aren't many part-time businesses with the large demand and cash flow of the Wedding Video Business. Just look at the numbers: over two and a half million wedding videos are made every year at an average cost of \$1000. Some wedding videos go for \$10,000 or more. This is clearly a business videographers can't ignore.

Of course there's also a lot of competition. What Mitch Lang has done in **Wedding Video For Profit** is give you a complete blueprint for leapfrogging right over that competition. Why compete for the self-defeating \$400-\$500 wedding video market when you can work in the \$1000+ market? (If you're just starting out, you'll see how to do a couple low budget or even free wedding videos to build your demo reel and get the experience).

### Start Part-Time—

#### Without Leaving Your Day Job

This is one of the few businesses you can start part-time on weekends and build into full-time. That's what Mitch did. He kept his full-time job as a social worker and shot weddings on weekends. But when the wedding money started rolling in, he realized he could leave his job and devote full time to what he really wanted to do — Video.

What better way to make your expensive video hobby pay for itself and let you buy that video gear you've been craving? **Wedding Video For Profit** shows you the tricks-of-the-trade you can use right away to make your video business profitable from the start. Mitch reveals all of his best trade secrets that made his business so successful. You discover the most profitable strategies and techniques, and all the proven marketing materials he used including:

- Contract with the All-Important Terms and Conditions
- Actual Winning Sales Letters
- Price Lists
- Letters to Other Wedding Pros Which Bring In Referrals
- Brochures

- Client Feedback Forms & Direct Mail Letters
- Phone Script You Can Use for all Incoming Phone Calls
- Response Letters to Phone Inquiries
- Followup Letters to Bridal Show Prospects AND LOTS MORE!

These are the exact documents Mitch used to bring in so many bookings. They've been thoroughly tested and refined in the real world of selling wedding contracts. The book shows you exactly how to use the documents and apply the powerful techniques to start or expand your own business.

**Wedding Video For Profit** is a **MUST READ** no matter what level of this business you'd like to pursue. You'll see exactly how others are grossing \$100,000 a year and more in this lucrative business. You'll even read about one guy who grosses over \$1 million a year doing wedding videos according to the *Wall Street Journal*. I surely can't promise you'll make that kind of money, but if he can ...why not you?

You'll discover how to increase your average sale by offering clever add-ons such as CD-ROMs and where to get them produced inexpensively. You'll see how some wedding videographers offer web pages from the wedding videos and make these web pages available to distant family and friends within 48 hours of the wedding. Want to see how the smartest operators are marketing and pricing their wedding video services? It's all instantly available on the web and we'll show you their secret weapons. You'll also get a crash course in understanding your clients — the brides — in an exclusive WEVA interview where eight brides reveal how they chose their videographer. This newly revised and updated edition gives you everything you need to know to profit in today's wedding video business.

### Learn The Smart Way To Run a Wedding Video Business

*"Thanks to your book I've done two weddings so far and now have a slew of them booked in advance without even advertising! It's all been referrals from photographers, who I've been taking out to lunch like crazy."* —Nancy H.

Why shoot three \$500 weddings when you can shoot one \$1500 wedding? You'll learn how to position your business to sell to these affluent clients. You'll see why most smart wedding videographers don't rely on Yellow Pages ads. Mitch shows you how to build a referral-based business. This is one of the keys to a profitable wedding video business. Unlike clients who call you from ads, a referred client costs

nothing to book. Most of the actual selling has already been done for you. And for the referred client, price is often a minor issue.

You'll learn about subcontracting and see how some people focus on shooting or editing, but not both. Learn the five questions to ask before buying equipment and some very clever equipment strategies that will put you in business no matter what your budget.

***The knowledge in this book is incredibly helpful and has already made my business more profitable.*** — Dazz.

Discover a surprisingly easy way to boost your profits even when you're sure your market will not pay another penny. The trick is to test higher rates and new package prices like adding a *Supreme Package* with all the bells and whistles. With three different package prices, most people will choose your middle package, but there are always a few who will go for your higher-priced Supreme Package that includes everything.

You'll learn how to set your business up properly with a good accountant so you'll be entitled to thousands of dollars of legal tax deductions. A home office alone, if it meets certain requirements, entitles you to deduct a percentage of your home expenses including: mortgage interest or rent, electricity, telephone, garbage pickup, and many others. See how to structure even a small part-time video business so it's an income tax bonanza. Then everything you spend on equipment and anything else needed to run your business (like this book) is tax-deductible.

### CD ROM with 10 Powerful Wedding Video Contracts

A lot of wedding videographers make the mistake of using a standard boilerplate wedding video contract. The problem is these contracts just don't reflect the real world of videography and they're not designed to put YOU in the driver's seat. The ten contracts on our CD ROM are from some of the most successful wedding videographers. They are guaranteed to make you a LOT more money and prevent client problems. They are easy to use doc files so you can mix and match sections that are more appropriate for your business. These contracts come free with the book, but they will worth thousands of extra dollars to your business not to mention the peace of mind it brings to each job.

#### Order Item #112

140 page Study Guide, including *The Ultimate Wedding Video Contract*, cross platform disk. \$64.00 postpaid

**See Special Offer on next page**



## ■ #114

### The NEW Video Guide to Professional Wedding Videography

Completely Revised Video Shows How To Shoot and Edit a Professional Wedding Video

This ALL NEW eleven part video guides you through all the steps to produce a client-pleasing \$1000 plus wedding video. This video is intended for the beginning wedding videographer. So if you've done 4 or 5 complete wedding videos, this video is not for you. But if you are just starting out, this video will show you the right way to do things in this lucrative business. You'll learn from the expertise of people like *Doug Graham, Terry Taravella, and Joel Peregrine*. You'll see scores of examples from actual wedding videos which demonstrate professional techniques.

#### Learn from the Best

Today your equipment choices are better than ever. You'll learn about the cameras and accessories, audio mixers and wireless mics, editing systems and the best format for successful wedding videography. But better than that, you'll learn where to ask the experts about the best equipment **they use**. That's how you can stay on top of the ever changing equipment choices.

#### Planning is the key

You'll learn how to plan the video. Because planning is one of the essential keys to producing a successful wedding video. So we'll prepare you with all the vital information such as where to place your mics, camera positions, and many time-tested ways to avoid problems.

Successful wedding videos don't just happen. They are planned. Wedding videos are an opportunity for great creativity and you will see some stunning examples of how beautiful wedding videos can be. But don't forget that wedding videos are first and foremost the story of two people joining their lives in front of friends and families. Special effects and "eye candy" should never overwhelm the story of this special day. We'll show you how to make a compelling documentary story of this event with a beginning, a middle and an end. Then, if you choose, you can use special effects in your post production. Just be sure you capture the important people like grandparents and other family members because they won't be around forever.

### Some of the Keys to Success You'll Learn in This Video:

- The tricks of shooting the unstructured parts of the wedding day documentary style.
- A great way to begin the story and a beautiful way to create a powerful ending which evokes warm feelings.
- How to shoot and edit a fun reception which is often the most popular part of a video. Discover the single most important thing you must do at the reception.
- How pros handle lighting and sound in every aspect of the wedding.
- How to prefocus on key events in the ceremony.
- Seven pro audio tips help you prevent the most common audio problems.
- Learn the truth about Lux ratings and how to choose the best camera.
- When to shoot handheld and when to definitely NOT shoot handheld.
- Five things you must determine at the wedding rehearsal.
- Learn the most common reasons some wedding videos fail and how to avoid them.
- Twelve things that separate pros from amateurs AND LOTS MORE!

One good video will lead to another so start off the RIGHT way! Word of mouth is the absolute best way to build your wedding video business. By taking the time to learn how to produce a great wedding video you are creating an on-going source for more bookings.

#### Order item # 114A

ISBN 1-88809308-0

DVD 1 hr 50 minutes \$69.97 postpaid

#### Order item # 114B

VHS 1 hr 50 minutes \$59.97 postpaid

## ■ #115

**Special Introductory Offer!**  
Get both the book and the video  
and Save more than \$33.00!

When you buy both the book and the video, you're building a solid foundation for your business success. This special introductory offer is limited so place your order now.

#### Order Item #115A

Get the book #112, CDROM and DVD #114A

Only \$129.77 postpaid

OR

#### Order Item #115B

Get the book #112, CDROM and VHS video #114B

Only \$119.77 postpaid

(Actual screen shots)



## ■ #108 The Best of NASA Video on Mini DV Tape

Why pay \$200 or \$300 for a few seconds when you can get over 50 minutes of the all-time best NASA video shots in this new Buy Out Library for less than \$100. Use it as many times as you like for TV commercials, business videos, feature films, special interest videos, dramatic openings, teasers and more.

No matter what kind of video you are producing today, just imagine how you could use a few of these shots to give your video that extra something that is **Out of This World.**

I've produced dozens of corporate videos and TV commercials that used dramatic shots from NASA. One client wanted shots of satellites spinning in space with astronauts working over which we'd narrate how the Acme Widget company used satellite technology.

Or we'd design a title opening with a moving shot of planet earth over which we would superimpose the client's logo flying out from the distance. Add dramatic music and you've got one powerful opening. Think of the narration you could use over moving shots of the solar system or a space walk.

*"I won't mention any names, but the stock footage houses sell the same footage as yours, but theirs costs about 6 times as much as yours. Your collection wins hands down. I knew your package was a good value, but I didn't know just how good until I compared it to the others. Good job!" -- Jason L*

What could you do with spectacular shots of Planet Earth from space, or satellites being launched into orbit, men walking on the moon, or very dramatic animated fly-overs of Los Angeles and other areas, the Mars Rover, Shuttle launches, Titan rocket liftoffs, splash downs in the ocean, audio and video of "The Eagle has landed," or "One small step..." or President Kennedy telling the world America is going to the moon, animation of planets orbiting. There's a lot more. The question is how would you use it in a video?

### Perfect for Use By:

TV stations  
Commercial Producers  
Corporate Producers  
After Effects Artists  
Motion Graphics Designers  
Editing Classes  
High School and College Video Classes  
Special Interest Producers  
Educational Producers  
Powerpoint Presenters



### Big Budget Look Without The Big Budget

You will look like a hero by making your client's videos look spectacular. You can use the footage over and over again. This tape with the detailed log sheets will save you Time and Money.

#### Order Item #108N

Mini DV tape is Broadcast Quality 720 x 480, 50 Minutes NTSC with printed log sheets . \$97.77 postpaid

#### Order Item #108P

PAL version is same as above.  
\$97.77 plus shipping outside the US

## ■ #161 Funeral Videos

Alan Naumann, is one of the leading funeral videographers in the nation. He videotapes over 200 funerals per year.

He is a popular WEVA Presenter

**Offer A Video Service that is Completed in 24 Hours!**

Unlike some video jobs that go on for weeks, Alan Naumann's funeral videos are completed in 24 hours. Alan walks you through the steps in a typical funeral video. First he scans the 30-35 photos that he will use in the video (more photos, or video clips are premium features); then he restores and touches up the photos using Photoshop to automatically adjust the image. Then a simple pan and zoom and bring the photo into a slideshow. You can use any photo editing program and non-linear video editor to accomplish this.

*"Any videography outfit considering adding funeral video to their offerings would be well-advised to purchase*

*Funeral Videos: Business Everlasting and let Alan Naumann teach them what he knows.*" - *EventDV Magazine*

As Alan says "We especially enjoy honoring a person's life through funeral videos. This has been a wonderful way to remember a loved one and has served as a tremendous help in dealing with one's loss." Alan's success with funeral videos has led him to add video biographies to his list. In both biographies and funeral videos Alan shows you how to tell the story using highlights of a person's life.

Since funeral videos are becoming so popular, funeral homes are also offering them. Alan shows how to create a video that will be vastly superior to any video produced by a funeral home so they'll hire you. He shows you terrific samples so you're not guessing what to do. These videos are really appreciated by the clients. Some videographers like this business so much they prefer to focus just on funeral videos.

Alan shows you how to approach a funeral home the right way so you're not seen as a threat. He shows you all of his proven marketing strategies as well as how to price your work. You'll learn how the funeral business is changing from "Mom and Pop" operations to corporate franchises and what you need to do to maximize your profits right now.

### Alan Shows You Step-by-Step

- \* Exactly how to produce a high quality funeral video in a short amount of time
- \* How to work with funeral homes
- \* Trends in the funeral industry
- \* How you can make this a consistent source of income
- \* Other opportunities for working with funeral homes
- \* And much more!

#### Order Item #161

DVD and CDROM  
\$69.95 plus \$4.50 shipping



## ■ #140 Legal Video Specialist Business Kit

by Mark Susman  
The Best Business Decision I Ever Made!



**Includes  
Extensive  
Equipment  
Advice**

One day, a few years ago an attorney friend asked me to shoot a legal video deposition with my home camcorder. Little did I realize that day would open the door to the greatest financial opportunity of my life. I didn't know what a deposition was or how I was supposed to shoot it. But I'm sure glad I didn't chicken out because opportunities like this only happen once in a lifetime. That was the day I became a legal video specialist. It was the best decision I ever made. I used my home camcorder, bought a few microphones and a mixer and in **five years I have grossed well over a million dollars in sales.** The work is easy, the hours are great and I've had the opportunity to travel all over the world.

### Bigger Revenues

My clients are professionals in the legal industry. I can charge more for my time because I am a professional serving other professionals. My clients treat me with respect and depend on me to help them with their big cases. I am well paid.

### Low Overhead and Recession-proof

The legal video business is virtually recession-proof. When there is a downturn in the economy, there is usually an upturn in lawsuits which only means there is more need for my legal video services. I know this for a fact because during the last recession I billed more than \$1.5 million. I work out of my home so my overhead is very low. I don't need an office because my clients do not come to me. I go to them. I have an answering service, pager, cell phone and voicemail.

### No Prior Experience Necessary

I got started in this business without any experience and found success. You can too. If you already have a lot of video experience, you may have to unlearn some of what you know because video depositions are legal documents and must be done a certain way. They are NOT productions. My business kit contains all the information you need to begin to make good money in the legal video business. You can benefit from my experience to maximize your profits and minimize your startup time. The work is easy and my DVD explains everything you need to know in a step-by-step process. From recommending which gear works best to setting up at a real-live video deposition, we tell it all. You will also learn our marketing secret! That alone is worth the price of the kit. This video is professionally produced in a studio. It is not a homemade low-budget production.

*"I've been doing legal video for two years now and this is the BEST business kit you'll find on this subject. The "courses" and "certification programs" offered by associations are for people who have too much money to spend. This is all you need"* —Tom J

### Bonus Forms and Checklists Printed and On CD-ROM

This saves you some typing. On the companion disk you will find the Federal Rules for Legal Video as well as the official forms, checklists and tech tips. You get the successful marketing letter we use as well as our marketing tips which will pay for this business kit the first time you use them. You also get a ten page Business Plan that shows you exactly how to plan your Legal Video Business for maximum growth. These are the same documents we use so you'll be off and running that much faster. Your first assignment pays for this course many times over!

This is NOT a get-rich-quick deal. It's a real business kit that requires some work on your part. You won't make a million dollars overnight. It took me five years. How many videographers average \$250,000 a year? One of my associates took my advice and made more than \$60,000 his first year! Almost three times what he was making as a sales rep. The legal industry is BIG business. Don't let this opportunity pass you by.

#### Order Item #140

DVD, 59 Minutes, printed guide and cross platform CD-ROM.  
\$97.77 postpaid

## ■ #111 Letters of Agreement for Ambitious Video Producers

*"Thanks! I wish I'd had this report before I started my previous job. I would not be in the current situation. I'll be lucky to get out of this one without giving the client my children. But that might teach him a lesson!"*

— Scott Brooks

### Has that ever happened to you?

Or maybe you've completed a video for your client. Everyone loves it. One more happy client and a good video that will get you more work. You start to add up all the hours you put into the job. You check the numbers again because this can't be right. But it is. You made an average of \$8 an hour for producing that video!

STOP THIS MADNESS! You can't charge \$60 an hour for five hours and then give away ten hours for free. I've learned the hard way that no matter how good your work without a good contract, you will not make a consistent profit. That's why I started using these *Letters of Agreement*. I had to produce good videos AND make a profit. When you read this report, you'll learn exactly how to get paid for ALL the time you put into producing a video and how to get your client's written approval before the work begins.

You get a variety of letters of agreement for different types of business videos. I walk you through each sentence and clause and show you how to customize them to suit YOUR business. They're written in plain English because legalese only clouds the issue and gives money to lawyers. These letters will educate your client and help you build a solid working relationship.

Since you only make the sale when your client signs the contract, I show you how to use these letters to help close the sale.

### Simple Change Order Form will easily add thousands to your income!

All of these contracts include a simple one-page "Change Order." This form prevents those \$8 an hour situations. This simple page can add thousands to your yearly income, prevent a lot of grief, and build better client relations.

### Order Now and I'll Include Two Free Gifts

1. A killer collection letter that always gets the money from those late-paying accounts you had before you used my Letters.

2. A billing log form which shows you and your client exactly where the time and money stand.

This report is also included in the *Professional Video Producer Home Study Course on page 1.*

#### Order #111

24 page Printed Report  
\$39.97 postpaid

**# VB1 Video Basics**

4th Edition by Herbert Zettl  
 Ever wish you had taken a college course in video? Well now you can and this one is the standard.



*“When I was in college all my professors called it our “Bible.” Even now several years later I can still count on it as one of my best reference sources.”*

- Leslyn V. Johnson, Producer/Director of International Programming

Used in hundreds of colleges, this book has helped launch thousands of careers. Beautifully illustrated with over 250 photos and diagrams, so you learn visually. Every great Production starts with the basics.

Thoroughly covers all the basics: the concepts, tools, and techniques essential to get started in video production without prior knowledge or experience.

Digital and synthetic images: Digital processes—such as nonlinear editing and desktop video. Synthetic image creation is emphasized in the section on interactive video, multimedia, and virtual reality.

Emphasis on aesthetics, extensively featured throughout. You'll understand the why and the how of producing great video and audio effects.

Visually presented with more than 250 photos and diagrams, including the latest technology. Provide constant visual support to the concepts and applications.

Updated information on the latest technology, including digital audiotape, DVD-Rom, and digital camcorders.

Key ideas in the book are linked, via an icon in the margin, to the DVD-Rom *Zettl's Video Lab 3.0* so you can read about a key concept or skill and then see it applied in the lab setting of the DVD-Rom and on the internet.

**Order Item # VB1**

Book 423 pages 8 x 10" paperback  
 Call for price

**# VB2**

**Video Lab 3.0 DVD-Rom**

by Herbert Zettl

This completely updated, award-winning, interactive DVD-Rom puts you in a virtual studio. See, hear, and practice the skills of production planning, camera use, lighting, audio and editing. The perfect complement to Zettl's Video Basics

This puts you right where the action is – In Production. Learn by doing video, graphics, sound, text and animation. From an on-screen control room and studio, you learn video production techniques – camera, lighting, audio, editing, and process. The realistic and interactive lessons let users immediately see how different techniques affect each shot.

VideoLab brings a virtual production studio right to your computer. The six main subject areas include camera, lights, audio, switcher, editing, and process. Plus a spoken narrative guides you through each lesson. You also get quizzes and “try it” sections after each lesson.

**Order Item #VB2**

DVD- Rom for both Win and Mac

Call for Price

**Windows Minimum Requirements: Pentium III 98, ME, 200 or XP 486SX, 64 MB RAM, Video card with 8 MB video RAM, DVD- Rom Drive - Mac Requirements: OS9 or OSX,**

**# CVB Video Basics In A Box**

You get BOTH the book *Video Basics* and the DVD-Rom (VB1 and VB2) and we pay shipping! The perfect way to start a video career.

**Order #CVB**

Call for Price

**# 116 Advanced Wedding Video Package**

**Get Ready to Raise your Prices**

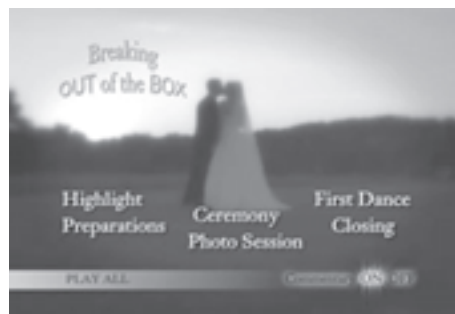
**You Get Three DVDs and a CD ROM**

Mark and Trisha Von Lanken tell you how they booked their first \$7000 wedding video. Their average video price is \$3500 per wedding. They've discovered how to make serious money in the wedding game and they show in three DVDs and their CDROM demo.

1st DVD

**Breaking Out of the Box**

Unique and creative wedding shooting and editing techniques.



2nd DVD

**Cinematic Love Stories**

Learn how to create cinematic Love Stories with moving camera techniques.



3rd DVD

**Wedding Day Edits**

The WOW Factor! Go behind the scenes on a same day wedding edit. You'll see exactly how it's done and why it works. This is one more profit generator.



4th Item -- CD ROM  
**Demo CD**

Great ideas for pricing and marketing your services. This is the Demo CD they send to brides who are prospective clients. Includes the notes from their very popular WEVA Presentation on how they booked their first \$7000 wedding video. Also includes their price list.



**Order # 116**

Three DVDs and one CD ROM including printed notes and commentary audio tracks  
 \$247.77 Postpaid



## ■ 121 Mini DV Storage Rack holds 50 Tapes

This rack is the right way to store DV tapes and you'll know it as soon as you put your first tape in it. This high-impact molded plastic rack is very sturdy and holds 50 mini DV tapes. The three holes are for wall mounting so you can make an entire wall of them. You can also use them as stand alone racks.

Dimensions: 15 3/4" x 8 7/8" x 1 3/4"

Order # 121

Price ... \$21.95 plus \$7.50 shipping in the U.S.

**SPECIAL OFFER #122**

**Get Three for only \$64.71 plus \$10.00 shipping in the U.S. Three Racks Hold 150 tapes**



## # MV9 Secrets of Producing A Dynamite Demo DVD

by Steve Yankee

Your demo video is the video version of a marketing brochure. It can be your only chance at winning a new client. But if you're like most of us, you've probably been asked for a demo tape then rushed and thrown together some unrelated video clips and sent it out. This approach rarely works and wastes a lot of your time. In this video you'll learn why even a three minute demo tape that is carefully planned, produced and distributed will get you the job now and in the future. Steve shows you: how to make a client-centered demo, how to get testimonials and three ways to use them, get your client to respond

immediately to your demo tape, how to choose a winning theme for your demo, how to follow up, and much more. If you're serious about succeeding in video, you must see this tape.

***"Dynamite! Definitely worth its weight in gold."***

— Ed Pohlman, Video Works

***"Excellent!...all the equipment upgrades in the world won't help if you're presenting yourself and your services improperly."***

— Vidstar "News From The Front"

Order item # MV9

55 minute DVD \$29.95 plus \$4.50 shipping

## #CV7 Video Duplication Business In A Box

by Steve Yankee

This three-part package gives you everything you need to start making profits duplicating DVDs, CDs and VHS tapes. The first section is called ***"Secrets of Setting Up a Professional Duplication System"*** In this 50 minute section you learn what equipment you need and how to set it up for maximum efficiency. The second section is 70 minutes and is entitled ***"Secrets of Operating a Profitable Duplication Business."*** Here you learn the detailed, no-nonsense approach to the business and marketing of your service. This is a plan you can implement immediately to build a high-profit duplication business.

Part three is the 62-page guidebook containing sample rate cards, order forms and promotional materials which you can use to jump start your new business. Duplication is a perfect add-on for those in the video business.

***"This set will show you the way."***

Videomaker Magazine

Order # CV7

DVD (120 minutes) and Guide book  
\$59.77 plus \$4.50 shipping

## #MV4 Secrets of Running A Successful Video Transfer Business

DVD and Book by Steve Yankee

I suppose you could pay thousands of dollars for one of those "franchises" they advertise, but for about sixty bucks I think you'd want to see this DVD and book first. One thing the franchises are right about is that the video transfer

business is one that just keeps on keeping on. If you have a copystand and/or scanner, Steve will show you how to advertise, promote and market your transfer services. You get a wealth of valuable insider's advice—all the techniques he's perfected over 15 years—that will help you start up and run your own very successful transfer business or sideline.

For the first time ever, we share professional secrets and comprehensive instructions on virtually every promotional, marketing and business aspect of our own highly successful transfer business. Watch and learn as we show you, step-by-step... \* Seven key steps to starting your business \* How to determine your rates and services \* How to provide exceptional customer service, and generate valuable word-of-mouth advertising \* Successful Yellow Pages and newspaper ad samples—tips on what works and what doesn't work \* How to get FREE PUBLICITY for your service \* Plus dozens of detailed success tips and strategies.

## BONUS 50 Page Book by Steve Yankee

***"Advanced Video Transfer Marketing Secrets and Production Techniques"*** is 50 pages of helpful information for you and your transfer business! In it, you'll learn... \* Why even the smallest town holds great potential for transfer services \* Little known sources for brand new (and used) projectors \* Four easy ways to add music to your transfers \* How to sell to the lucrative Senior Citizen market \* A complete feature story, ready to help you build your business quickly \* How to produce big-ticket Family Heritage Videos, and sell them easily.

***"Treats you to large servings of business savvy and marketing tips. Video Transfer covers it all—advertising, image, professionalism, even how to establish rates and make out a rate card... picking up this tape should be your first step."***

—Videomaker Magazine

Order #MV4

44 Minute DVD and a 50 page Guidebook  
\$54.77 plus \$4.50 shipping in the U.S.

# Shoot Better Video for Less Than Fifty Bucks



## #145 Rembrandt Card With Complete DV Shooters Guide to Advanced Videography

The Rembrandt Card lets you White Balance the same way shooters for network TV shows do to get that pleasing warm look. Now you can give your video interviews, landscapes and sunsets that warm Rembrandt look! You also get a complete DV shooting course on CD ROM.

### White Balance as a Creative Tool

Professional video shooters have always liked to tweak their cameras a little with a white balance trick. Instead of a white card, they use something that's light blue like faded blue jeans. This gives the shot a pleasing "warm" look. The only problem is the results are a little unpredictable especially when the color blue changes. The Rembrandt Card solves that problem. You get a consistent color every time. And you're not locked into one shade of blue. There's an easy way to change it to suit **your** tastes. You get a 17- page article with lots of color pictures demonstrating how you can control color with our Rembrandt card, and many other shooting tricks and tips to put in creative control of your color and look of your video. You'll learn about color temperatures, how to create your own white balance cards and many special shooting circumstances like shooting monitors and TVs, tricks of shooting under fluorescents with examples and a lot more.

But we've barely scratched the surface. You also get a complete course in advanced videography on CDROM. Here are some of the highlights:

### Master the Basics of Shooting

Start with camera platforms, camera moves, the three C's of shooting: Composition, Coverage and Continuity. Then learn about insert shots, cutaways, the 180 degree rule, eye direction, screen direction, how to use the basic four lights, basic sound recording and more. A good rule for hand holding the camera. A shooter's trick for getting rock-steady

hand held shots every time. And much more! This is the stuff you *need to know*.

### Introduction to Professional Lighting

More than any other, lighting is the skill that separates pros from amateurs. Lighting can be a lot of fun to do. Creative lighting can turn an ordinary, boring shot into a grand visual. Here's the info you get: Choosing & Using Lighting Equipment, Tips for the New Pro, Extensive Excerpts from two Video Lighting books. Learn about Chimera Lighting and the special Fluorescents and more.

### See How the Lens Can Help Create More Beautiful and Interesting Images

By understanding and controlling your lens you can create even more beautiful and interesting shots. Learn how to control depth of field to radically change any shot. Learn how to avoid lens distortions and how to use them to your advantage. Learn the only right way to clean your lens and see how a \$10 item will protect a \$1000 piece of glass.

### See What a Difference A Filter can Make

See before and after shots where the only difference is one filter on the lens. You'll get a complete course on filtering so with just one or two filters you start making much better looking video.



You will see why feature films are **never** shot without filters.

### Learn How Easy It Can Be to Make A Stunning Dolly Shot

Let's face it, zooms are overused and just magnify the image. A zoom shot can shout *Amateur*. A Dolly Move, on the other hand, brings the audience right into the action. You get complete plans for building the DP Compact Dolly for about \$50 (or you can buy one just like it from a major grip company for over \$3000). We think our DP Compact Dolly is better than the \$3000 dolly. You'll see why. You'll also learn all the tricks about how to make a great dolly shot. You even get video clips of dolly shots with narrated commentary so you'll know how to do your own. Use a dolly shot just once or twice in a production in place of a zoom shot and see how it puts your production values in a whole other league.

In addition to everything listed above you also get:

- Interactive Depth of Field Chart (requires MS Excel)
- How To Use Colors Bars -Tutorial
- Broadcast Requirements of typical TV stations.
- How To Adjust Back Focus of your lens
- Release Forms ( Five most common releases in both RTF and text formats. Don't shoot anything important without them)
- 100 Best Films to Study
- Lux Chart
- Determine the ASA of a video camera
- High Resolution Lens Focus Pattern AND SO MUCH MORE! It's over 114 pages of articles with lots of photographs and diagrams and video (for the dolly article).

### Order Item #145

Laminated Rembrandt Card in Protective Binder AND the CDROM  
**DV Shooters' Guide to Advanced Videography Cross Platform**

\$49.00 plus \$4.50 plus shipping



### #220 Interactive Film School version 2.0

**"The best, most complete and innovative guide I have ever seen, in any format. Endlessly informative and amusing. I would highly recommend it for students and professionals alike."**

Walter Murch, Editor and Sound Designer, 3-time Oscar® winner (The English Patient, Apocalypse Now)

**"Film school in a jewel box. No kidding. Deftly arranged as a point-and-click adventure game, this is the most intelligently realized, most informative multimedia production I have ever experienced."**

Hal Barwood,  
LucasArts Entertainment  
Filmmaker, Game Builder

This two CD-ROM package starts with the fundamentals, then introduces each part of an actual film production (you'll see the finished film as well as the early rough edits). Watch the film develop from concept and research through production and the final cut. Included on the discs is raw digital footage from the project, so you can practice editing with your own software.

Cross platform, it runs natively on new systems as well as Windows 98, 2000, XP, Macintosh OS X (also OS 9).

*How to Make Your Movie* has won eight awards, including the New York Festivals Grand Award for Best of Show. And after screenings at nearly 30 film festivals in 12 countries, it's clear that this program resonates with aspiring filmmakers, film and video professionals, and people who love film.

### Academic Syllabus

This syllabus is included as a printable PDF format.

**Instructors:** use this syllabus to create classes or workshops for students at junior high through college level.

**Independent learners:** this syllabus is your guide to seriously learning filmmaking. Follow the steps and commit to doing the exercises just as you would in class with a group. The hands-on exercises and actually creating your own project are essential.

**"This CD-ROM is a brilliant way to learn filmmaking because it allows you to practice without spending a fortune."**

Robert Nickson, Independent Producer, Professor of Film, NYU Tisch School

You will not get through these CD ROMs in an afternoon, I assure you. If you've ever wanted to attend a real film school, but did not have the time or money, this is your chance!

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