CREATE VIDEO THAT CREATES VALUE

Greg Heller
CEO, Executive Producer

Video Impact Marketing
Proven • Professional • Experienced
GOALS

Learn proven principles and insider tips that will help you:

- start with the right plan
- stop wasting time/$
- get noticed and get results

Practical  Manageable  Personal
Greg Heller
CEO, Executive Producer
Nonprofit Video Expert
Video Impact Marketing

Creative Team
30+ Producers, Directors, Editors, Cinematographers, and more.

Video Impact Marketing
Proven • Professional • Experienced

Los Angeles • Philadelphia
NYC, Nashville, Austin
THE 5 C'S TO CREATING VIDEO THAT WORKS

1. CLARITY
2. CONTENT
3. CREATIVE
4. COST
5. CREW

BONUS MATERIALS
Q&A
PROJECT EXAMPLES
CAN'T AFFORD TO AVOID VIDEO

- not going away
- produces results
- gets recognition

But can I afford it?
1. Goals
2. Plan
3. Message
Clarity

Content

Create

Crew

Cost

1. Strength Stories
2. Audience focus
3. Show stories
1. A library
2. On paper first
3. Opportunities
1. Producers
2. Strategic partners
3. Right goals
1. Budget is creative
2. Budget is vital
3. Budget for value
BONUS

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QUESTIONS?

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SAMPLE PORTFOLIO:
videoimpactmarketing.com/clarity-samples