

101 BUSINESS TIPS

From David Cooperstone

Name, short direct, not your name

Logo

Letterhead

Business Cards

Office phone line

Cell line

Voice mail-message

Space

Get a legal contact

Get accountant

Get a bank contact

Business License with city

Register PST/GST

Incorporate or register with Victoria as Proprietorship

Business Bank account

Insurance for gear

Insurance for gear away

Insurance for liability

Taxes

Invoicing

Model and Location releases

Contracts

Copyright

Get right Service Provider

Web site /Streaming Video

E-mail /signature

Blog

Links

Resources on internet

Client info sheet

Deposit all payments

Keep records of expenses

Plan your work, Work Your plan

Equipment Purchase -Lease

Equipment Rental

Subcontracting

Identify your target market

Learn Budgeting

Work for what and whom you know

Something that makes you different from your competitors

Packages and Pricing

Print Advertising

Diversified

Direct marketing via e-mail or mail out...Follow up

Professional development join Organizations,

Read publications

Attend Seminars / Conferences

Create various demo reels for specific markets
Keep them current
Testimonials
Distribution
Provide more than they expect
Deliver ahead of schedule
Personalize your services
Make one sales pitch a day
Networking
It is Benefits not Features
Reputation is key
Quote high charge less. Create a “discount*"
Respond to requests immediately
Fix problems at once
Educate your client
Thank you cards
Listen to Clients use their name
Client is always right –as far as they are concerned
Donate Time – get receipt for tax purposes
Dress appropriately
Charge what you are worth.
Consider all expenses
Every client is a lifetime connection
Quote correctly and stick to your quote if job remains as quoted
Give away promotional items with name on them, as pens
Watch body language; touch on chin-close deal or on nose no deal,
Good news first then bad, if no good news come up with something
Dress up orders with packaging and nice bags
Plan your work, Work your plan
Consider partnerships with other videographers
Produce your own videos. Keep your eyes and ears open
I will take care of that for you
Think ahead bring items as scissors, gaffers tape, sewing kit etc
Emphases benefits over features
Donate old gear to schools
Take business classes
Press Releases
Keep in touch with clients. Birthday, Anniversary cards
Let the client talk
Quantify
Payment upfront, make terms clear
Where did client hear about you
Keep daily journal
Don't limit yourself
Self examination