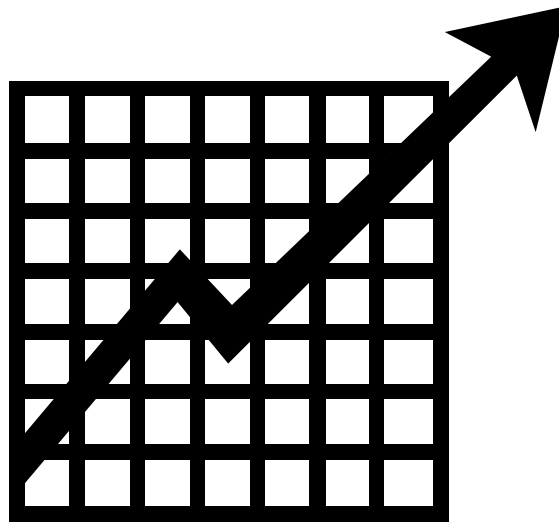


JTHOUGHT-STARTERS + INSPIRATIONS + HINTS
TIPS + FREE SOFTWARE + MARKETING SECRETS

**THE VIDEO BUSINESS ADVISOR
PRESENTS...**



**99 HOT WAYS TO BOOST
YOUR VIDEO BUSINESS!**

Edited & Compiled by Steve Yankee

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division of Opin Marketing Communications, Inc.
We're on the Web at <http://www.videobusinessadvisor.com>
Email: info@videosuccess.com



June 24, 2004

Welcome to **99 Hot Ways To Boost Your Video Business!**

In this Special Report, I've collected some tips and hints that will:

- Save you time
- Save you money
- Teach you new tricks
- Help you market your business
- Make your clients come back for more
- Add profit centers to your existing business
- Help do what you do now, but do it smarter
- Help you get organized
- Help you make more sales.

They're all guaranteed to do at least one of the above...

IF you use them.

One of my sailing partners is fond of saying, "The world is run by those who show up." Since you're here today, I'll assume that you're one of those proactive people who aren't afraid to seek out good advice, and then to **ACT** on it.

Congratulations!

As one of the ‘doers’ of the world, rather than the majority of those who are content merely to sit and watch, I’m sure you’ve got a head start on your competition and you’re serious about making a success out of your video business.

And isn’t **that** a coincidence! That’s what **WE’RE** here for too; to help you build a business that exceeds your expectations, helps you meet your goals for profitability, creative fulfillment and general overall satisfaction with both your chosen career and your life!

Some of our ‘tools for success’ are mentioned in some of these tips. I wouldn’t recommend them if they hadn’t already helped thousands of video makers achieve their own goals. And at the end of this Report, I’ve put in a little information about some of our services. I hope you take a moment to look this section over when you’re finished.

I started out categorizing these tips into the usual “production hints,” “marketing secrets,” type of arrangement, but as you’ll see, many cross the line and really belong in multiple categories. So they’re presented in no particular order –‘cept the last one, which is probably one of the least-used but most effective techniques to make more money than you’ll ever read.

Sure, go ahead and read that one right away. Can’t stop you from peeking. Just come back up here when you’re done.

:::

Done? Welcome back. Just a couple more things to mention:

You’ll notice that some of the sources in this list are of the affiliate variety. I’d like to make it clear before we start that there is no company or service in this Special Report that I haven’t personally used in the past, or continue to use today. While it is

true that we may make small amounts of money on some of these recommendations, my integrity is NOT for sale: I would never recommend something I didn't believe in, just to make a buck or two.

Hey! You Got One? We'll Take It!

If you have suggestions on anyone you'd recommend as a super source for the goods and services that make our lives easier and our businesses more profitable, drop us a note; we're always happy to hear from you. Write us with your success stories, your problems, your questions, and the little tips and tricks you've come up with to make your business better so we can share them with others.

Mailto:syankee@opinmarketing.com

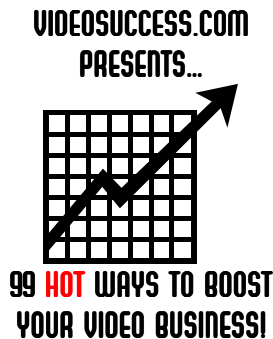
It's fine with me if you make copies of this book and distribute it to others. Please give credit where credit is due, however. Noted authors should always receive credit. Unless otherwise noted, all tips should be credited to Steve Yankee. Obviously, recommendations and resources do not need crediting. If you use any of this material, please use your own good judgement.

And finally, I'd like to ask your help in spreading the word about **The Video Business Advisor**. It's easy enough to do. Make a copy or two of this and share it with your colleagues in the video industry. Forward them your latest issue of **Weekly Video Tips** and urge them to subscribe. (If you're NOT a subscriber yet, you'll find a handy signup link elsewhere in this Special Report. Make sure you use it!)

Thanks. And the **best** of success to you.



Steve Yankee



1. Your first tip today; short URL's.

You'll notice that many of the links to web pages and sites in this report are unusually short. I use a free service called SnipURL to do this. Use it yourself. <http://www.snipurl.com/>

2 Why Buy When You Can Build?

"Make Your Own Soft box" and other great tricks from video producer Mark Suszko. *"They are the inventive products of necessity, desperation, and stingy budgets. They come not from camera stores, but home and hardware centers, adapted for our uses. If you are reading this, you, as I, derive a perverse pleasure from doing more with less, from making something out of nothing."* <http://www.vidpro.org/tricks.htm>

Other do-it-yourself plans:

- Camera jib plans and more: <http://snurl.com/ybj>
- Zoom on still photos: <http://snurl.com/ybk>
- Telescoping mike boom: <http://snurl.com/ybl>

3. If you're planning to stream media over the 'net, you're probably looking for a service provider to host said media. Streaming media hosts usually charge based on required disc

storage space. Knowing how large your files will be, after encoding, will help you estimate your costs. Here's a free streaming media calculator to figure it all out.

<http://www.streamingcalculator.com/>

4. Free Sound Effects

- <http://www.a1freesoundeffects.com/>
- <http://www.findsounds.com/>
- <http://www.soundrangers.com/>
- <http://www.soundamerica.com/>
- <http://www.fuiten.com/SFX>

5. "A Couple of Body Language Theories..."

There are some tried and supposedly proven theories you might keep in mind when pitching a new prospect:

- If the buyer scratches or touches his or her chin, it's a signal of being ready to buy. Close the deal!
- If the buyer touches his or her nose, you haven't 'sold' the sale. Keep going!
- If the prospect touches his or her ear, there's some indecision in the air. You might want to move towards a trial close at this point.

6. Take a tip from the Olympics. Package your wedding, live event or other videography services as "Gold", "Silver" and "Bronze". This gives the buyer a choice he or she can readily recognize, which can lead to quicker sales. The prospect who

always buys the best will notice the "Gold" whereas the individual who always wants to pay the least or who isn't quite sure about the purchase can consider the "Bronze". The prospect looking for the best value may be most attracted to the "Silver"

7. Free Video Industry Magazines.

Don't pay to subscribe to DV Magazine, Broadcast Engineering or other Digital Medianet publications -they'll send 'em to you at no charge. Sign up at <http://digitalmedianet.tradepub.com>

8. Your email signature can do more than just give your name and a URL or a phone number. You should be applying a full coat of selling information. For example:

```
John Doe, Producer  
Doe Media Factory  
Professional quality corporate video  
services at affordable prices.  
616-000-0000 www.doemedia.com
```

Try to keep to a maximum of six lines so you don't overload your readers --but say what you have to say. Spend a few minutes creating your own email signature, add it to your email options so it appears automatically every time you hit "new mail" or "reply," and you've got one more tool in your success kit working for you.

9. To properly protect your work, it needs copyrighting.

And for that you have to fill out and submit Application Form PA. These forms are available (free) from: Register of Copyrights, Copyright Office, Library of Congress, Washington, DC 20559. You can also get copies of Form PA by calling the

Copyright Office Hotline number any time day or night at (202) 707-9100. The office encourages you to photocopy forms, as long as they're legible. A copy of the form is also available at <http://snurl.com/yb5>

10. If you want to expand your existing duplication business or get into this lucrative video sideline, the “**Duplication Business In A Box**” tells you all you need to know –from selecting equipment to hooking it up, setting your rates, promoting your business and attracting clients.
<http://snipurl.com/7ajp>

11. According to a recent study, customers react more favorably to the “bad news, then good news” sequence of events than to receiving the bad news last. This holds true, even if the information presented is exactly the same! Use this info to help you advise your clients of delays in delivering their program or duplications.

“The bad news is that we’re running a day behind on getting your program over to you. The GOOD news is that we’re giving you 10 extra copies free.” Likewise, if someone on your staff is not sure about the answer to a customer’s question, it would be better not to answer at all –or to give the more negative response –than to provide a positive answer and have to retract it later.

12. Free Headline Creator. Here’s a good way to automate the entire headline creation process. When I say the entire process I mean just that, the entire process! If you’ve ever struggled to come up with good headline, then you’re going to like this little self-running program. All you do is type in your benefit

statement (which I'll show you exactly how to create.)...Click a button.... Then click another button to instantly generate over 100 headline combinations. This is a neat idea. And you can have your own free copy Get it here. <http://snipurl.com/7aig>

13. Need a logo? On a budget? GotLogos is definitely worth checking out. \$25 a logo, nice people, and the end product looks pretty good –particularly considering the price. (I've used them.) <http://www.gotlogos.com>

or...Design Your Own!

Laughingbird Production's nifty (cheap) little program sits on your desktop and allows you to create all sorts of colorful logos. Perfect for your own business, your website, and easy enough that you can use it to make and sell logos to your own clients for big profits! <http://snurl.com/um9>

14. Tell your prospects what to do! If you don't guide your prospects, you've asked them to stop, mull, think, dither, ponder and, very likely, do nothing. This isn't what you want! You want them to take the action you've thought through for them –and told them how and when to take that action –in every marketing tool that you produce!

Here's how: spell out for your prospects, in no uncertain terms, the **action you want them to take**. "Pick up the phone right now, and call to get information on <your prime benefit or your product>. Call anytime. We'll promptly handle your request." Then, give them yet another reason to call. "Don't wait. Remember, by calling now you get <the prime benefit you're offering them> immediately!" It also helps to tell your prospect precisely what to say when he or she responds. "Ask for your free report on getting <chief benefit you're offering them>. We'll be happy to send it to you immediately."

15. Take a daily marketing moment. Send out one sales letter or make one sales call a day; quantity is less important than making it a habit. And give yourself a half-hour every morning to do your marketing. Maybe it's the first thing in the morning, or the last thing you do in the afternoon...but put it on your calendar and stick with it. And remember; you don't have to do everything at once. Just one percent a day gets you there. Divide and conquer your time-consuming and difficult marketing tasks.

16. Practice persistent marketing! Most people expect too much from one single marketing action, such as a solo newspaper ad, a single news release, a one-shot direct mailing or a favorable mention in a magazine article. It is a serious mistake to expect too much; one action will not ordinarily provide fantastic results, so you shouldn't expect it to –or be too disappointed when it doesn't. Marketing your business is NOT a sport for the impatient; you must work on it daily.

17. If someone hasn't paid you and the **bill is late**, don't just mail a statement – FAX it to them. The fax adds immediacy; and if someone else sees the bill, it can embarrass the person into paying you right away.

18. Dress up your orders and impress your customers by putting their tapes and other materials in custom-imprinted plastic bags. Freedom Plastic Bags can supply from 100 bags minimum, to as many as you would like. You can get 100 12 "X 15" size bags with your company name printed on one side each for \$24. There's also a one-time printing setup charge of \$25. <http://www.freedomplasticbags.com/>.

19. "5 Steps to Creating Your Marketing Message."

From David Frey: "Here's a simple five-step formula for creating your own powerful and complete marketing message.

1. Identify your target market.
2. Identify the problems that your target market experiences.
3. Present your solution to your market's problem.
4. Present the results you've produced for other people in the same situation.
5. Explain what makes you different from your competitors.

20. Plan Your Work, Work Your Plan: I've used a Franklin planner for years in an often-successful attempt to keep my life in order. IMHO, it's much better and more versatile than those marketed by other manufacturers. The off-the-shelf versions are great for tracking your movements and your activities, but you can even customize some models to your own particular needs. <http://snurl.com/um1>

21. Have a terrific demo tape. Too many video companies spent lots of time on their clients' projects and not enough time on their own. Make your demo tape a priority. Keep it updated, benefit-oriented and to the point. In many instances it'll be your first chance at making a great impression. More demo tape tips at <http://snipurl.com/7ak3>

22. Keep thinking of ways to make more video money! Got a DVD burner? Send out a postcard to your old customers telling them about your new Archival DVD service, and offer to transfer their old videotapes to DVD. Remind them that even though their marriage may last forever, their wedding videotape will NOT...you'll be surprised at how many people will bring in new business for your company.

23. If a client compliments you after a project is completed, get it in writing! **Use testimonials** from satisfied customers on your literature and your website to defuse prospects' anxiety and build your credibility. Whenever possible, use full names and titles, otherwise suspicious folk might think you made them up.

24. Highest-Rated Dial-Up Provider?

Earthlink is the hands-down winner. It's rated highest in customer satisfaction among dial-up ISP's by J.D. Powers. Cheap, reliable and they're everywhere. Even if you have cable or DSL or a T-1 line at the office, Earthlink is a great backup and perfect for checking in when you're on the road.

<http://snurl.com/um3>

25. Keep your eyes and ears open for businesses that should have a capabilities or sales presentation that don't have one, or need their products updated. Contact them directly, mail them some information about your services (benefits, benefits, benefits!), drop off your card and a dazzlin' demo tape on VCD or VHS. Let 'em know you're on the edge of technology AND you provide great services. Do what you can to keep your name in their minds. When you DO contact someone who asks you to evaluate their existing presentation, do NOT insult their current work! Instead, offer services they're not getting right now, and let 'em know you can help them.

26. Car window decals make sense. You're out there on the road anyway; you've got to be, right? It costs you time and money every time you drive your car. Why not get a return on those costs by advertising your video business with a tasteful decal with your name or website location? WebDecals are easy to use; all you have to do is clean your window and apply.

Put a short advertising message and your website address or phone number in front of other drivers. Even parked, you'll be advertising your video business. <http://snipurl.com/2xer>
<http://snurl.com/2xer>

27. Got a marketing problem or question?

Get it answered in the Video Business Advisor's "Monday Marketing Clinic," held in our on-site Chat Room from 1 - 2 pm EST every Monday. This is the hour I donate every week to helping our members market and promote their video businesses. Sign up now and you can still get in on today's chat -always fun and always helpful! More info right here.

28. Think outside the box.

We all know that video is a great medium for marketing but the tough thing is to get your prospect to watch your demo. Allied Digital Technology, a national video production and duplication company, was having a problem getting prospects to watch their demo until they did one simple thing: They included a \$10 voucher for Boston Market and a \$5 certificate to Blockbuster Video, along with a letter that basically said *"Go get a dinner and movie on us- and afterwards when the kids are in bed, do me a favor and watch this short video about our company."* They reported that they increased their response rate by 82%.

29. Steve's Pick for the Best Long Distance Plan. I signed up with these folks three years ago and laugh every time I get my monthly long distance bill –currently, I pay 3.3 cents a minute and NO monthly fee. My average 10 hours a month talking long distance runs me around \$22. No slamming, no BS, just the best rate I've ever been able to find anywhere. (Yes, you CAN get a phone card at Sam's Club for about a third of a

cent less per minute, but I'm talking about no-hassle dialin', here.) <http://snurl.com/uma>

30. The #1 reason **Special Interest Video producers fail?**
They focus on product, and not on marketing. If you want to motivate a prospect you have to reach him often, promise real benefits, make the prospect react swiftly to your offer, and follow up with the goods. Which means you should **FIRST** concentrate on marketing, not on producing your program. Production isn't the end goal; it's merely the final step of the first stage of the entire marketing and distribution process!

31. There is real benefit in knowing what your **competition is doing, but there's real danger in copying their marketing strategies. Instead, turn your efforts towards understanding the real value of your own products or services, and strive to pass this information along to customers and prospects.**

32. "I'll take care of that for you" is one of my Magic Phrases. It not only inspires customer confidence, but improves YOUR sense of self-worth, too. By forcing you to act, by taking care of a problem or situation –those words enable you to perceive yourself as an important part of your video business.

33. Free Stuff from Brian Tracy.

When it comes to personal and business success training, Brian is one of THE heavy-hitters and a personal favorite. He's

published over 16 books and over 300 audio and video learning programs, and knows his stuff. Follow this link and you'll get a choice of 14 different free audio programs Brian offers; you'll pay just a small charge for shipping and it'll be VERY well worth the cost! <http://snurl.com/um6>

34. Electronic Sticky Notes

If you're like me, your monitor is covered with sticky notes. Some of them are to-do lists, others are ideas, but in the end they just make your desk area look cluttered. Well here's a handy piece of software that will help you cut down on the clutter. Did I mention it's free?

<http://www.btinternet.com/~tom.revell/>

35. If you're an instant messenger freak, then you'll really love Trillian software. It allows you to combine virtually every instant messaging service under the sun all into the same interface - from AOL Instant Messenger to ICQ, MSN and beyond. If you do a lot of business or support via IM, then it's an absolute must-have. Free, too. <http://snurl.com/yb7>

36. Remember the difference between "features" and "benefits." Your latest digital camcorder may have 28 chips but your average customer could care less. What he or she DOES care about is the "benefit" of that feature. Namely, that their wedding, seminar or other event will be captured in flawless high-resolution full color.

37. Find yourself in a rut? "Change your personal routine. Wake

up earlier; start exercising; take the scenic route to the office; count your blessings every morning; make someone laugh. Stay positive in the face of difficulties.” Dr. Gary S. Goodman

38. Join the rapidly growing list of smart videomakers and video business owners who are joining the Video Business Advisor. Over 230 **exclusive** video business-building articles, and we add more every week...and that's just ONE great benefit of membership. Cancel anytime if not absolutely delighted. Sign up today; info right here.

39. Get your foot in the door with a certain industry and take advantage of their connections. Don't be afraid to ask for referrals. I have one friend who stays busy year 'round working only with pharmaceutical companies. (If you've wondered how they can afford to run an endless stream of spots in network prime time night after night, it's because there is NO recession in the drug biz right now.) Pick an industry that you know well (OEM automotive parts manufacturers, real estate companies, telecommunications firms, for instance), and specialize.

40. Stretch your dollars and join a Barter Club. Trade organizations are a great way to barter your video services for food, furniture, printing, design services, vacations and just about anything else you could ever desire. And you can bet you'll never lack for work! Find one in your area through The National Association of Trade Exchanges <http://www.nate.org>

41. The Yellow Pages are a terrific medium for videographers offering their services to consumers because of one simple

reason: they are a directive medium, as opposed to a reactive medium --like a newspaper ad or tv spot. In other words, people use them when they're ready to buy.

42. Shrink-wrapping your videos or DVD's is a great value-added touch, and it's easy to do. Pick up a shrink-wrapping system for about \$136 (get a couple replacement wires) from The Video Store Shoppe and charge your customers an extra quarter for shrink-wrapping their duplicates.

<http://www.shopperinc.com/>

43. Timesaver Tip: Tired of that telephone ringing in the middle of a job? Annoyed by the email message beep? Computer alarm shrieking that you have 10 minutes left to finish your task? Make your technology work for you! Screen telephone calls by using the Caller ID feature; Have voice mail answer your calls when you are on a deadline; Learn speed dial keys for faster access to frequently dialed numbers; Use a mini audio recorder to capture thoughts and ideas while driving or running errands.

44. Even though this is the Internet Age, print newsletters still have a place in your marketing scheme. They have a higher perceived value than an emailed newsletter, and there's never a danger of spamming. Try a one-page newsletter or even an oversized postcard. You can always invite readers to learn more or give them an opportunity to buy by directing them to your website or your business location

45. Three simple rules for writing marketing copy: 1) emphasize benefits, not features, 2) write the message for your target, and 3) INCLUDE A CALL TO ACTION. Cory Rudl

46. Customers buy for a lot of reasons, and many of them have nothing to do with price. They can also “buy” your corporate personality, your excellent service, the way you display your products, your philosophy, your efficiency, the attitude of their salesperson or your reputation.

47. Got some old or outmoded gear that’s gathering dust in the back room? Call your local high schools or vocational schools offer it to them at a reasonable price. Many schools have media and video studios and are always on the lookout for equipment.

48. Got a lobby or a reception area? Fill up a dish with hard candy and keep it filled. Buy some fresh cut flowers every weekend and put them on the reception counter Monday morning, right next to your rate card holder.

49. Network and joint venture with your fellow videographers. A good way to start building helpful relationships is to share good information; give them a copy of this Special Report!

50. When prospecting for new clients, remember the Law of Large Numbers. 100 cold calls will net you an average of 10 requests for more information, which will result in one sale. Don’t take “No!” personally; it’s merely business. Remember that people love to buy goods and services; they just want to feel that they’ve made the decision themselves.

51. “If you do a lot of things to build business, you'll build business. They don't have to be done perfectly to work,

although the better you do them, the better they'll work. But the main point is that you have to do them -- a lot." Joe Girard

52. Are you tracking the trends? According to a recent *New York Times* article, "for the first time, DVD sales have surpassed those of videocassettes, even though DVD players are in only about a third of American households, compared with a saturation of more than 90% for videocassette players." This does not mean the death of VHS tomorrow, but it signifies a definite shift to digital formats is here right now.

53. When writing a sales letter, be willing to bend a few rules of English and disregard your grammar-checking program. Rules such as "never ending a sentence with a preposition" can be ignored in order to make your copy sound more natural, more human. Bill Myers

54. Make sure you subscribe to ***Weekly Video Tips***. It's free, helpful information to grow your video business and your profits. <http://snipurl.com/7aju>

55. When preparing to shoot **interview/sound footage**, involving the subject or client in the process can break walls down and make the process go smoother for both your subject AND your crew. We all have times when the subject is in our presence, waiting for us to set up lights and mikes; this is a good time to explain a little about what you are doing as you set up, and how your work affects the on-camera experience. This makes the whole shooting experience better for everyone. (Dale Wilson)

56. The only time you should tell a client “We don’t do that kind of work” is if you’re asked to do something either patently illegal or morally repugnant. Why? Because it’s a curt little sentence with no explanation, so it’s NO HELP AT ALL to the person looking for a particular video task to be done. Remember that your goal is to HELP people –even when the help you give them doesn’t immediately benefit either your business or your bank account. If you don’t provide a particular service, tell the caller you don’t and then suggest an alternative –like looking up the name of someone in your area who can help them. You’ll be amazed at the business this attitude will get you in the long run.

57. To save money when you’re advertising in **the classified ads**, look up the publication’s MINIMUM number of words and make your ad exactly that long! If the minimum is 20 words, write out your ad, then edit it down until you’re left with 20 words. Remember to first get your reader’s attention (FREE REPORT!), promise a benefit “How video can improve your company’s profits,” and give a strong call to action: “Call Acme Video today! 800-000-0000!”

58. Don’t make the mistake of thinking you need **an immediate return** on your advertising investment today. Successful marketers are always looking towards tomorrow. Special promotions are a great way to get some business quickly, but think long term when spending money on advertising. A little money on branding yourself each month will go a long ways towards assuring your business success in the future.

60. Protect your personal assets by **incorporating your business**. It’s easy and cheap if you “do it in Delaware,” using a Registered Agent. American Incorporators is one of the

largest incorporating service companies in the US, and provides user-friendly services to businesses wishing to incorporate in any of the 50 states. They can form your new Delaware corporation for \$99, including all service fees and filing fees. If you're ready to 'get legalized,' American Incorporators can set you up right online, with same day service. <http://snurl.com/ybr>

61. Hand out your business cards like they cost pennies. Instead of handing out one to a new contact, give 'em half a dozen. Everybody knows someone who needs your services! If the cost is an issue, order them from VistaPrints –you can get 250 full-color cards for just \$5.25 shipping and handling. I use them and they're fast and dependable.
<http://www.vistaprint.com>

62. Your customers are the reason you're in business. Don't ever tell them they're wrong. Follow up the day after the sale, one week after, and one month after. Ask if there's anything more you can do for your buyer. And don't worry about your competition; you won't have any to worry about if you follow these rules. Ken Silver

63. Exceed Expectations. Whoever said "there's no traffic jam on the extra mile" knew the key to customer satisfaction and obtaining abundant referrals. We have to earn our referrals. Under-promise and over-deliver because inspired customers refer liberally. Give them something they didn't expect. Is it a free analysis of their training programs? A free book? Let them know you're giving this gift as a welcome to your business or for their loyal patronage. Give them 13 instead of the 12 they expect. It's important to communicate the value they are getting so they appreciate the "something extra" even more. Dan McComas

64. Boost the value of your print productions with **great stock photos**. I've used Corbis stock photos for my print projects for years. They now offer over 2 million images online and their stuff is good! Besides that, they're very easy to deal with, friendly, and you can usually whittle 'em down a bit in price. <http://snurl.com/um8>

65. Save valuable time and build a library of your most-used **forms**. Here's a collection of over 50 free video forms – talent releases, estimate forms, job summary, maintenance records, pre-production meetings, quote form, remote shoot checklist, storyboard, credits form, videotape history, and many more from the Southern California branch of Media Communications Association. You can download the whole package as a zip file, or select as you wish. <http://snurl.com/ybq>

66. **"Boostaroo" eliminates location audio hassles.**

The Boostaroo™ is a patented small, pocket-size portable audio that'll boost the volume of any portable audio device that uses a headphone jack. It gives you a great stereo output without distortion. About the size of a half pack of cigarettes, the Boostaroo will boost the volume (by 40%) on any audio source and save you a lot of money by doubling the battery life of most portable audio devices. Great for shooting live events on location -you can even share the output with two other people, too, with no loss of quality. Check it out. <http://snurl.com/umd>

67. **When doing a direct mailing** of First or Third Class brochures, letters or postcards, use real stamps. Colorful

stamps always make your mailings look less like junk mail. Another big plus when using First Class postage: you get all undeliverable mail returned to you. This is particularly important to do occasionally when using a large mailing list, since 10 percent of all businesses and individuals move every year, and it's your best chance to periodically clean up your database.

68. Got a small mailing to do? Make the Post Office your mailing house! For 79 cents each, you can design your own postcard, and turn it over to the U.S. Postal Service. For that price, they'll print the postcard, affix postage and deliver it for you. I reached 80 prospects last fall doing this –for only \$64. <http://snurl.com/unt> (Click on the “create and send mail online” link).

69. Should you mail a **press release**, email it, use a news service or pick up the phone? A new study says many journalists prefer communicating via email, instead of through postal mail or phone calls. The survey says 47 percent of 500 newspaper writers prefer getting news releases in email, compared with 27 percent who still want paper news releases. Want to call your contacts instead? Hang up that phone, unless the writer you're calling is a friend or previous contact: 12 percent said they get calls, but only three percent want them. EMarketer News Daily.

70. The press release is another terrific promotional tool that'll cost you only a few sheets of paper, a couple of stamped envelopes, and an hour or two of your time. More info on how to do your own press releases available free at <http://snipurl.com/7aj>

71. Looking for new software? Before you buy new, check online. Often, manufacturers offer free demo versions of new programs and this gives you a chance to test-drive the merchandise. There's always the chance you'll find freeware or similar programs at a lesser cost, too. Two favorite sites for software are <http://www.download.com/> and <http://www.tucows.com/>

72. Running an ad only once is just like not advertising at all. Usually, an ad must appear at least three times before you see any results. Good advertising relies on cumulative effects. Don't get discouraged if you don't see much return on that ad the first or second time it runs; just keep running it. Track your results on a monthly basis. If you don't see meaningful results after three months, you're either in the wrong publication, or you're running the wrong type of ad. At that point, it makes sense to evaluate your approach and make positive changes for the better. Drop the publication from your ad schedule, or rewrite and reconfigure the ad to provide more benefit to your prospects.

73. Don't pay full price for inkjet cartridges. You can buy refurbished printer carts from 123inkjets. Fast, dependable, guaranteed, and about half the cost of new ones. <http://snurl.com/umb>

74. Does everybody know **everything you offer?** If you tell a regular client about a product you carry or service that you offer, and he or she says, "I didn't know you did that!" you probably aren't marketing enough.

75. Neato Media Labeling Products has some pretty good deals on CD cases, wallets and labels, as well as lots of other good stuff to dress up your tapes and DVD's. They also offer a good media labeling program which, unlike many other freebies out there in Web Land, is NOT merely Word-based, and so it allows you many more options for design, like the ability to put images into your labels. It's free for the download. Check out the "Free Software" tab at <http://www.neato.com>

76. A key to client relations is SINCERE communication. In addition to making sure the customer receives valuable news from you, it's also important to collect information and feedback from them on how you're performing. Provided you listen to and act on their feedback, that establishes the two-way dialogue that builds true loyalty. Channing Rollo, Client Logic.

77. Eight Ways to Make Your Customers Happy.

- * Charge less than the original quote: everyone likes to pay less than expected.
- * Finish the job faster than your estimate: You'll become a legend in your client's mind.
- * Make your customers feel special. We all think we're special. Send a birthday card. Make a "hello" call.
- * Give an unexpected free service or gift: Everyone likes something for nothing. And surprises are even better.
- * Back up your guarantee. If there is a problem, fix it quickly.
- * Educate your customer: Help your customer make the most and best use of your product.
- * Keep your customer informed: Tell them about future changes, upgrades to your business.
- * Be someone your customer wants to deal with: Make your contact with your customers an enjoyable experience for them.

78. Write a two-column script without a script writing program: open up Word, create a two-column table, then add cells/rows via the tab key for every new paragraph. That way, the video and audio sides for each paragraph or scene stay locked together when you add or delete copy in the middle of the page. You can also format the line spacing separately for each column, which makes it easy to use single spacing in the video column, and double spacing in the audio. Another trick is to use a table. That'll keep the columns separate, and it's relatively easy to insert blocks of text when you're revising things. Save your bare script template by giving it a name with a .dot extension so you don't have to start from scratch on the next job.

88. "Promote Your Website."

One of the best tricks to get listed in the search engines nowadays is to link up with as many other sites as you can. If you haven't done it already, you can add your website name, URL and a brief description right on the Video Business Advisor "Links" page -at no charge. Just click on the following link and follow the simple instructions. All we ask is that you give the VBA site a link from YOUR site in return –and thanks.
Video Business Advisor Link Exchange

89 - Free shipping supplies!

If you're sending out tapes and DVD's or other small items, the U.S. Postal Service gives you a big advantage. They'll deliver your Priority and Express Mail shipping supplies right to your door -and do it for free. That includes several sizes of boxes or envelopes, AND tape!

Don't think UPS is always the best choice for shipping at a lower cost. Many companies (including biggies like Home Shopping Network) are switching to the post office as their preferred carrier. The reason? Cost savings.

As far as service goes, the post office is getting VERY service oriented and I've not had a single order go astray in over a year now.

90. The Ultimate Office Software Suite - free

Here is the ultimate Office Suite. All Platforms...Windows, Mac OS X, Unix, Linux, Solaris. The COST? Nothing. Check this out. Excel-type spread sheet, PDF creator, Word-type word processing program, and more; this is a great example of Open Source, which is where all the great software is.

<http://www.openoffice.org>

91. Thankyewvurrymuch –remember those cards!

Schedule a stop at the nearest Hallmark or Office Max this week, and pick up a package of suitable “thank you” cards. This week, send out cards to your last two clients, thanking them for their business and offering to help them with any other video projects they have that are coming up in the near future.

Don't forget to include at least TWO of your business cards, too!

92. And keep moving!

Avoid the common mistake of stopping your marketing and advertising activities when you're busy! It may take months before your next prospects are ready to get started with their video projects, and you need to keep a steady flow of prospects AND work on hand at all times.

93. Clients Happy? Keep them that way.

1/ Call back when you promised.

2/ Problems? Explain what caused the problem in plain English. Techno-Jargon makes people nervous.

- 3/ Let people know who to call and what numbers to dial.
- 4/ When you have sorted out the customer's problem, get back to them fast and let them know what you're going to do.
- 5/ Offer useful alternatives if the problem can't be solved. That DVD won't play? Get them a new DVD or a tape to use.
- 6/ Treat customers like people. 'Consumers' are statistics; 'customers' are quite different.
- 7/ Give clients progress reports if a problem can't be solved quickly or if you're running late on a production job.

94. Tell them what you're doing while you're doing it.

(From Dale Wilson of StringShot News) When about to shoot interview/sound footage, involving the subject or client in the process can break walls down and make the process go smoother for both your subject AND your crew. We all have times when the subject is in our presence, waiting for us to set up lights and mikes; this is a good time to explain a little about what you are doing as you set up, and how your work affects the on-camera experience. This makes the whole shooting experience better for everyone.

95 -97 - 10 Ways To Make More Money With Your Telephone.

#1. Answer it on the second or third ring. First ring -you'll sound too anxious. Second or third ring -you're ready to do business.

#2 Answer with enthusiasm! If YOU'RE not excited, how do you expect the caller to be excited?

#3 Smile when you say that! Smiling subconsciously makes you more positive and upbeat. And people can tell whether you're smiling or not. Keep a little mirror next to the phone and check yourself out occasionally.

#4: NEVER start off with an apology. "Gee, sorry I didn't call you back," or "Sorry it took so long to answer the phone." You lose control of the call if you start out with an excuse or apology.

#5 Sit up straight or stand up when you're on the phone. This opens your diaphragm and lets your voice come from "down there." If you like to pace, use your cordless phone. If you like to pace and wave your hands while you talk, get a headset for your cordless phone.

#6 Introduce your company, and then introduce yourself. Never ask someone their name until you give them YOUR name. The absolute best telephone greeting is "Acme Video Services, Dale Strong speaking, how may I help you?" You've just given them the company name (letting them know they dialed the right number), YOUR name (you've introduced yourself), and finally, you've let them know in no uncertain terms that you are there to be of service.

#7 Match your callers' speaking speed. If they talk fast, YOU talk fast. If they talk slowly, slow down! People communicate best with people who communicate like they do.

#8 Limit your own talking. The more the other person talks, the better your chances of making a sale. In addition, you can hear with he or she REALLY wants, and hear any possible objections they have, too.

Dale Carnegie once said "The sweetest thing to any person is the sound of their name." So,

#9 Use the caller's name. And use it often during your conversation.

#10 Keep your promises. If you say you're going to call back in an hour, do it. If you say you'll call back tomorrow morning...do it. If you say you'll be there at 1 pm on Wednesday...be there.

And finally...

98. Get Paid What You're Worth. Charge more.

And...

99. Join the Video Business Advisor...Providing ALL the Services, Products, Tools and Resources You'll Ever Need to Run a Profitable Video Production Business...

...for Less Than the Cost of a Candy Bar per Day!

That's right. For less than a paltry 40 cents a day, you can become a member of the Video Business Advisor -the hottest, value-added membership site for videographers and small video business owners on the internet...and get instant access to all this and more:

- ✓ **365 days of uninterrupted 24-hour access** to the Member Area of our site.
- ✓ **New ideas** and expert advice on all aspects of video marketing and production.
- ✓ **Unbiased equipment reviews** and recommendations.
- ✓ **Answers** to your questions about video production techniques, marketing, advertising and business issues.
- ✓ **Insider tips** on how and where to get valuable free publicity and cheap advertising for your products and service.
- ✓ **Reports and how-to articles** on emerging video business trends, such as DVD duplication, CD postcard production, video biographies and more.
- ✓ **All back issues** of Video Success News and Weekly Video Tips, searchable and broken down by category.
- ✓ **Current articles** on how to generate more income as a video

producer.

✓ **How-to articles** on marketing, advertising and promotion – everything from how to use the power of the free press to producing your own brochures, logos, business forms and promotional postcards!

✓ Access to our **Private Discussion Forums** –no fear of flammers and trolls here; we get right down to business.

✓ You can participate in **lively discussions**, scheduled every week, on hot topics!

✓ You can **exchange insights** with fellow VBA'ers from around the country and the world.

✓ You can read about and **share your own experiences** and advice on marketing practices, business operations and video technology.

✓ **Download e-books** written by Steve, Brad Flickinger and others. Never an extra charge for our resources!

✓ **Download reports, tutorials, check lists**, and other information resources to help you build your business.

✓ **Software downloads** for invoicing, putting together a business plan, note-taking, calculating video streaming rates...

✓ And **much** more!

**Now -get one month –30 full days of
membership -for half-price -just \$6.**

Enroll here for this special offer!

<http://snipurl.com/7ajz>