

SOFTWARE FOR SUCCESS

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This list of software was compiled by Cory Bretz and members of BCPVA

A DAY IN THE LIFE OF A VIDEOGRAPHER'S SOFTWARE

PERSONAL ORGANIZATION

Microsoft Outlook, iCal for Mac, Thunderbird, Full version of MS Office, webmail
read and compose e-mail
open attachments

PDF: adobe acrobat
archive file: Stuffit or WinZip
images: ACDSee

Click a Hyperlink: Internet Explorer
Calendar: book appointments with reminders
Tasks: To Do list with timed reminders & due dates
Synched to portable device: Palm Tungsten

SECURITY

Windows firewall and a hardware router/firewall
AVG Antivirus free edition
AVG Anti-Spyware free edition

FINANCIAL MATTERS

Check bank balances and cheques
Personal: Quicken
Accounts, budgets, cash flow projections
Business: QuickBooks, Excel Spreadsheets, Simply Accounting, Money Works Gold for Mac
Invoices, Accounts Receivable
Expenses, bills
Tax remittances
A real picture of business progress

MARKETING

Mailmerge for sales letters and envelopes
Names and addresses in Excel or Maximizer
Letter and envelopes in Word
Print to distiller Acrobat to make PDF
Send PDF to Staples online for printing

WEBPAGE UPDATING

Dreamweaver, Web Expression formerly FrontPage, MooreCast, CoffeeCup2008
Photoshop

SALES PROSPECTING

Maximizer

Set up new opportunities, Follow-up with existing opportunities and contacts
Standardize funnel process

LOGO AND AD DESIGN

Quark Xpress, Adobe InDesign, Publisher, Photoshop
Export to PDF, TIF, JPG, EPS
Convert text to outlines in Illustrator

SEND MASS E-MAIL

Constant Contact or Mailman

TRANSCRIBE VIDEOTAPED INTERVIEWS

Dragon Naturally Speaking or Hyper Transcribe

EDIT VIDEO

Grass Valley Edius Professional, Adobe Premiere Pro, Final Cut Pro, Casablanca, iMovie, Sony Vegas, Pictures to Motion.

ANIMATE STILL IMAGES

Grass Valley Imagineate
Adobe After Effects

SWEETEN AND COMPRESS AUDIO

Sound Forge, Adobe Sound Booth, Audition.

COMPRESS TO MPEG-2

ProCoder, Cinema Craft, Compressor,

AUTHOR DVD

Adobe Encore, DVD Architect, iDVD, Toast Now

DISK ARTWORK & CASE TRAP SHEETS

Adobe Photoshop, Adobe InDesign, Quark Xpress
Epson print CD software