

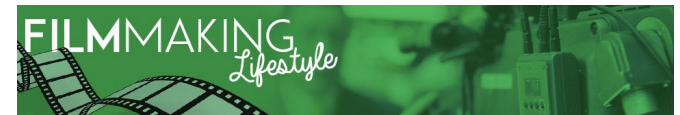
THE

ULTIMATE GUIDE

TO

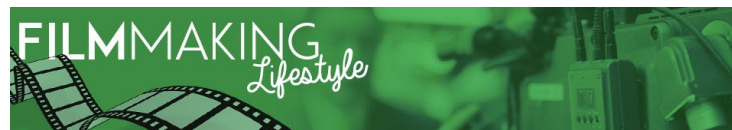
GETTING YOUR FIRST
VIDEO PRODUCTION
CLIENT

FILMMAKING LIFESTYLE



THE ULTIMATE GUIDE TO GETTING YOUR FIRST VIDEO PRODUCTION CLIENT

Brought To You By:



About Filmmaking Lifestyle

Filmmaking Lifestyle teaches readers how to run a successful video production company. There are articles on business, success and filmmaking tips of all kinds.

www.filmlifestyle.com

The articles on Filmmaking Lifestyle are based on studying the best business and filmmaking minds out there, as well as my personal 'out-in-the-trenches' experience.

Contact me at: matt@filmlifestyle.com
Or by sending an email using this the Contact Form on the site.

Happy Shooting

Matt Jacobs



**THE COMPLETE
GUIDE TO
GETTING YOUR
FIRST VIDEO
CLIENT**

This short guide will take you from initial beginnings in video business, walking you by the hand through what you need to do to get your first video production client.

I understand that you might be starting from a complete beginners perspective. Either you have no idea about business or you have no idea what equipment you'll need to get started. Or you're just confused about the whole thing.

I wish I had an easy to use guide to getting started when I first begun my video business. I just wanted to know step-by-step what to do, but I couldn't find that information anywhere.

This section will cover everything, so that you can get started with minimal complications and distractions. The idea here is to get you your First Client for your video production business as soon as possible.

I want to give you a really quick way to get started in this business. This is an overview with ACTION STEPS telling you exactly what you need to do. No BS, straight-to-the-point, so that you can get started today!





**STARTING
MINDSETS**

Before we talk about doing actual video work, it's worth addressing the kind of mindsets you need to be a successful filmmaker. Video production can be a crazy business, but is also exceptionally rewarding. Follow these **3 Mindsets** and you'll be well on your way to tackling any video production situation that comes your way:

EXPECT THE UNEXPECTED

Every project is different. We've encountered all sorts of clients who want all sorts of films made. This means that the scope of your work is always varied...and this means getting used to projects occasionally hitting roadblocks and not going to plan. Here are some pointers:

1. You let your clients know what's possible and what's not possible. And you do it as early as possible from the outset and before any work has started.
2. You always remain polite. Always. You should also be calm and chilled out no matter the situation.
3. You respect client boundaries and you're always professional. In practical terms, this means no calling after-hours, unless you're given express permission to do so. It also means no potentially offensive jokes on-set. Two rather obvious examples, but you'll be surprised how often I hear stories about those or something very similar.
4. You abide by deadlines and meeting times. This is common sense and clearly Business & Life 101, but I'd be remiss not to throw it in here.
5. You leave someone better for having met you. Wouldn't it be something if you could improve the world (or at least you're personal sphere of influence) just by being an awesome human being during every interaction you have?

BE SOCIAL BUT PROFESSIONAL

Filmmaking is social, after all. No one should get into starting a video production business if they don't like being around people and interacting with them. Still, it's sometimes hard to tow the line between being friendly and gregarious, and still being about to concentrate, knuckle-down and get the shots you need.

It's all about setting boundaries and becoming acutely aware of potential problems. This, of course, comes mostly through raw experience. I'm often asked this, "So how do you act with clients?"

Firstly, it shouldn't be an act. Business should be an extension of your real personality. Just a more guarded and professional one. It's not like you're going to be acting all '10 shots of tequila into the night' with your clients as if it's New Years Eve with your friends.

But often this question involves a follow-up dialogue where the person seems to think you put on some crazy, big-shot act with clients. I guess they envision me sitting casually in a director's chair, puffing on an over-sized cigar and reciting Michael Bay quotes as responses to client questions.

The truth is, there's no acting involved. You know your business and your craft, you speak from the heart and shoot from the hip.

Embrace the social side of video production, but maintain your standards and professionalism at all times.

Not only will you be remembered fondly by your clients, you'll also make contacts and be referred to other potential clients through your good work and focus on professionalism.



DON'T BE AFRAID TO BE HARD NOSED AND PERSISTENT

Linked to the first mindset comes this one. Working on projects means that you come into contact with people. Lots of people. And when you work with people, you naturally end up working with the odd difficult person.

In our experience, clients are nearly always awesome people and good to us. We do have control of their image, after all! ;)

One of the best things we can learn is how to say: "No!" Exclamation point not always needed. The important thing is that you learn how to say no. This can always be one of the best things you learn to do in your life as a whole. Go into things with a positive outlook, but be ready to put your foot down and be firm when necessary.

When we say no, we exercise boundaries. By exercising boundaries, you get clear on what you will and won't put up with in your life. You then make it clear to your clients from the outset. You do it politely, but you do it firmly.

Here's how you set boundaries:

1. **Get out a pen and paper.** Write down everything you won't put up with in your life anymore. You can have one for business and one for personal.
2. **Read your list once a week.** Sunday is good.
3. **Let the people you work with know what your boundaries are.** As mentioned, do it politely but firmly. If they don't know what your boundaries are, then you can't take issue with them not respecting them.





**EQUIPMENT/
GEAR**

You don't need a whole tonne of gear to get started with your video business. The best thing you can do is start with the essentials and buy more equipment as and when it's needed.

This isn't meant to be seen as some all-encompassing look at every piece of equipment you could own. This is a rough guide covering just some of the key items that you'll need to start your video production business empire. I'm not going to be too specific with a lot of these tools because, as we're all only too acutely aware, technology evolves so fast - I don't want this guide to be outdated in a year's time. I'll speak in general terms, but be specific where needed.

Also, know that you don't have to buy everything to start with. Renting is an option to both:

- test out new gear.
- decide if it's something you want to pay the full amount for.

On the next page, I'll list the essentials you will need to start your video business



CAMERA

Go full-frame from the beginning, if possible, so that you avoid that whole “Should I go full-frame and how will it affect my crop-frame lenses?” question later on. I’d recommend at least the **Canon 5D MarkII**, if not its newer MarkIII brother.

LENSES

Walkaround lens – Canon 24-70mm 2.8. Great for shooting the majority of situations.

Close-up shots – Canon 50mm 1.8. Cheap lens that’ll help you get lots of lovely close ups with the so-called ‘blown out’ depth of field look.

For longer range stuff – Canon 70-200mm 2.8. Get the more expensive one with image stabilization, as it’ll pay off. Renting is always an option when you’re starting out.



STABILIZATION

Tripod – all important. Too many beginners think shooting handheld 90% of the time is somehow cool because they saw a still of their favourite indie DP doing it one time.

Get a solid fluid head with a sturdy tripod. **Manfrotto** are some of the best manufacturers here. You’ll need a number of fluid heads to go with your tripods, monopod, slider, etc. But, obviously, chopping and changing with the same one is an option when you’re starting out.

Slider – not entirely necessarily when you’re first starting out, but prices have come down a lot and it’s such an awesome affect that you’ll love seeing in your films!

I’d recommend the Konova range of sliders as a good entry level. The **Konova K3 Slider Kit** is cool.

MEMORY CARDS

It should go without saying that you need quality memory cards for your camera of choice.

Using the earlier recommendation of the Canon 5D MarkII, you'll need to look at CompactFlash cards. I highly recommend the SanDisk Extreme range or the Ultra range, but there are of course many choices out there.

Three important notes on memory cards:

1. Don't go for cheap cards thinking you're getting value for money. This is really not an area to cheap-out on, as it could be the difference between reliable cards and cards that will corrupt easily.
2. Go with memory cards that are no more than 32GB capacity. I have lots of 16GB and 32GB cards. As I've learnt from hard experience, putting too much footage on one card (and not uploading footage during the day to a hard drive) is a recipe for disaster.

The chance of loss or corruption is an ever-present reality, so take steps to guard against those issues. On most shoots, you'll have some downtime (during lunch, for instance), so take advantage by backing up your footage to hard drives during that time period.

SOUND

Ah, sound. At this point, it's become something on a cliché to talk about how important sound is to the quality of your films, and how hellaciously undervalued it is in most video that you see on the internet.

Yes, people will stomach a bit of grainy footage here and there, but hearing terrible audio is like scratching your fingers down a blackboard!



Get a RODE VideoMic on top of your DSLR for recording sound as you travel around the event. It won't get you A+ sound all the time, but it'll be decent background hubbub sound. Pro tip: using background hubbub in your wedding videos can really raise the quality of the overall production. Sound engineering is highly underrated.

Mic up the groom during the ceremony with a Sennheiser ew 112-p G3 wireless mic system for awesome sound quality, and then do it again during the speeches. Just make sure you re-clip it to each person everytime there's a speaker change.

Use a Zoom H4N for picking up background sound in great quality. Can be placed in the church near the front, on the speeches table, or anywhere else you can craftily hide it during the day.

LIGHTING

For entry level, you can't go wrong with a basic DSLR attachment LED light on top of your camera. The Neewer 160 dimmable LED light is a bargain.

You can also go more advanced with the Neewer® 2x 160 LED light kit Dimmable Ultra High Power Panel Digital Camera / Camcorder Video Kit, which comes with lights, lighting stands, a soft-box and more.

Yes, these setups will help out your image quality in low light situations, but you're also adding an extra cumbersome element to the day, which might not suit every couple/venue. You should always measure the ease of use and efficiency with the quality return, not just the monetary concerns.



**DECIDE WHAT
YOU WANT TO
OFFER**

There are many different ways to make money with a video business, and many different ways to sell your services. Here are just a few of the types of video business you could have:

Sell your services to local business owners. Make promotional/sales videos for them. Sell your services as a wedding videography. Aim yourself at brides who are to be married.

Create music videos for local bands. There's not that much money involved in this until you start working with bands signed to a record label. However, it's an interesting and exciting way to diversify your portfolio. Offer a motion graphics service. Do you have skills with software like Adobe's After Effects? You could offer a motion graphics service or even a "motion graphics only" service.

Videos for live events like training and seminars. There's a big market for the recording of live events – everything from parties and live music to sporting events and training/seminars.

These are just a few of the ways that you can monetize a video business. The scope for videos services really is huge and it's growing all the time.

ACTION STEPS:

1. Research all the different types of ways to monetize a video business.
2. Make sure you look at what's popular and already selling in your local area (use Google).
3. What are you good at or have an interest in already?
4. Make a decision to provide a certain service(s) as your main offering.





**START WITH THE
PEOPLE YOU
KNOW**

“How do I start finding projects to work on as a video freelancer?” is a question that is probably going through your head.

To start with, you don't need to go out there and pay for expensive adverts in magazines and newspapers. The truth is, your first client (someone you work for) will most likely come from your network of people you already know. You'll know someone who knows someone who needs video work.

In a lot of cases, your first client might even actually be a friend or family member.

Important Point: You might need to work for free to start off with. Yes, it might not sound like much fun, but it will pay off dividends later on.

If you're a brand new business-person with no track-record, it might be hard for you to get paying clients. If you work for free, you can gain experience and build your portfolio.

ACTION STEPS:

1. Your first task is to put yourself out there to your friends and family. Make a list of everyone you know and then tell them what you plan to do. Initially working for free is a great time to leverage friends and family. You can do work and make mistakes, so that you learn the ropes before doing paid video projects.
2. Don't be afraid of telling people what you're trying to accomplish and the kind of work you want. How else will they know if you don't tell them?





**MAKE A
PORTFOLIO OF
YOUR WORK**

I can't stress the importance of this enough. I've seen so many would-be video business owners who ask for advice, but when I ask to see their portfolio, they look at me with a blank look on their faces.

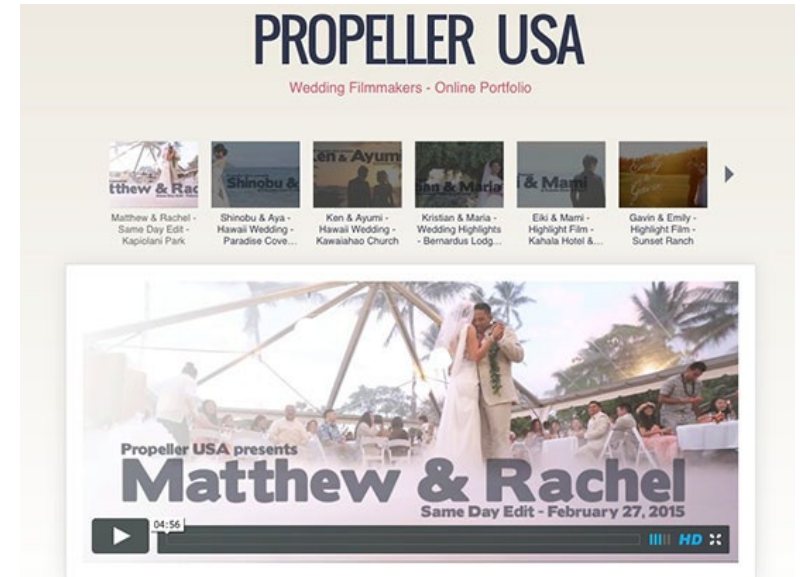
This is not good.

A portfolio is samples of video work that you have already done for clients. As mentioned, a great way to quickly build up a portfolio is by doing work for free.

When people are considering hiring you, they'll most likely want to see what you are capable of doing. This is where your portfolio comes in. Needless to say, your portfolio should feature your very best work, and it will evolve and be updated as your skills and expertise grow.

ACTION STEPS:

1. Create your portfolio. This can be in the form of an edited DVD of your work, or something online (we'll cover that later.)
2. Make sure your portfolio is easy to show potential clients.
3. Feature your best work.
4. Use Vimeo.com to make a video channel to display your work



GET YOURSELF A WEBSITE

Nowadays, businesses without a website are going extinct. Either they get themselves a website ASAP or they actually... vanish.

You don't need crazy website skills to create a website these days. I'll cover my recommendations for creating a website in more detail. But, right now, know that your website is a great place to display your Portfolio. As well as a website, like I mentioned earlier, you should get yourself a video channel. You can use YouTube or Vimeo. Both are easy to get started with and will be places where you can upload samples of your work. A great looking website and video channel will be a great way to present your portfolio to potential clients, as well as letting people know exactly what you provide.

Know that you don't necessarily need to do the website stuff yourself. You can always hire a web developer to setup your web presence for you. Although I know from personal experience that filmmaking skills often translate well into web development skills.

Outsourcing is a way of paying other people to do certain tasks in your business. I recommend Elance to find great web developers if you want to go down the outsourcing route.

I should probably mention a quick note about outsourcing here, now that we've touched on it. As you get deeper and more involved in your business, you'll realize that you might struggle trying to do everything. We call this 'wearing too many hats.'

ACTION STEPS:

1. Get a domain name. I Recommend **Namecheap Domains**.
2. Get yourself Hosting (this is where you store your domain name so that others can see it). I recommend hosting with **Siteground**.
3. Create your website. I recommend the awesome and totally free **WordPress**.
4. If you're unsure what to do, or don't have the time to learn how to do this yourself, find a freelance web developer using a service like **Elance**. Just let them know exactly what you need.



**LEARN TO STAND
OUT FROM THE
CROWD**

I know you might not have a clue right now about marketing and how to separate yourself from the crowd. That's okay. It's not something esoteric that only a select few people know, or something elusive that you'll never understand.

1. Who are your target clients?

You need to have a direction, a specific target group of clients that you will be aiming your services at. You don't want to go around trying to aim yourself at everyone, because then you won't appeal to anyone!

Get clear on the types of people who would best need your video service. Also, make sure you consider who you want to work with.

Be specific.

Some examples of very specific clients you can target your services at:

- Owners of businesses selling outdoor equipment.
- Brides who want a bohemian/alternative wedding.
- Musicians who have punk bands.
- Jewelry shop owners.
- Real estate business owners who are looking to rent out overseas apartments/houses (this is a really profitable one.)
- The choices really are endless. But that should get your creative juices flowing!



2. What are they looking for?

You need to get very clear on what your potential clients are looking for.

- What problems do they have?
- What keeps them up all night?
- What solutions can you offer?

An obvious example of a problem and a solution is this:

A bride is planning her wedding and is stressed out hoping that the day will go perfectly. Trust me, this is a pretty common occurrence!

She's also concerned that the day will go by super fast and she won't remember everything on her special day.

Here's where you come in:

You can solve a problem that the bride has. Present your videography services as a way to capture her day in perfect and vibrant detail. What better way to chronicle the special moments than with a video that will last a lifetime!?

She can look back at the video for years to come and re-live all those special moments over and over. Great marketing solves needs and presents solutions in emotive terms. That is to say: speak to your potential client's biggest problems and what keeps them up at night.

More on that later in the guide.

Now that's marketing.

3. Where would they be looking for you?

Knowing where your potential clients are looking is a big part of the puzzle. If you find out where they're looking, then you can position yourself there and get right in-front of them.

Here are some questions to ask yourself:

- So where might your clients be looking?
- Is there a certain website where they congregate?
- Do they talk about it on a certain social media group or area?
- What about a particular newspaper or magazine?
- How about people they might speak to in order to find video services?
- What kinds of people in their network are they asking? Who are those people?

When you start getting your first clients, you should ask them, "How did you find me?"

This will allow you to start understanding exactly where your audience is coming from. It also tells you which of your marketing methods are working, or not working, as the case might be. If you don't have clients yet, start asking other video professionals how their clients find them.

They might not always be 100% candid about it, but it's worth asking.

What about me – how do my clients find me?

At this point, my business runs mostly on referrals – that is, previous clients recommending my services to other people. I have a lot of referrals from print and graphic design people. They work with clients who are often interested in video services, too. That's a great place to start!

4. When are they looking for you?

At what point in your potential client's lives do they look for your services?

At what point in their business are they looking for you?

What needs to happen for a potential client to look for your services?

All of these are great questions.

Here are some more:

What situations would drive a potential client to seek out your services?

What needs to change in their personal or business lives for them to look for a videographer?

I don't want this to sound too esoteric.

Let's put this in perspective with some simple examples:

They're a business looking to improve their sales. Their sales figures have been down for the last few months, so they're looking for something to rejuvenate their business. This is where video comes in.

A bride-to-be who's planning her wedding. She's considering what she needs and wants for her big day and wants to have a way of capturing the moments for posterity. This is where video comes in.

5. Why should they choose you?

This is a huge question. And, by learning how to answer it well, you can absolutely blow the competition out of the water!

- What makes you different?
- What makes you someone who can walk your client through the process with minimal fuss and issues? Are you an expert or an authority?
- What makes you unique?

The last one is a big one. You want to start thinking about what separates your video business from the competitors out there. You don't have to go crazy with this and decide you're going to wear bizarre outfits on all your shoots so that you're really memorable.

We don't have to go overboard here – just think about unique aspects of your character, personality and skills that you can offer where others can't. Important point: When we say "unique" here, we don't literally mean you're the only person in the entire world who's doing it this way. We don't need to reinvent the wheel. There may be someone somewhere in the world who's doing something in your 'unique' way and that's fine. This is all about marketing yourself in your area and in-front of your audience as being unique.

Put it this way:

If you were looking to hire a plumber, consider these options. There are two plumbers who both perform a fantastic service and they both charge exactly the same price. However, Plumber A has a chirpy and easy-going personality, whilst Plumber B is pretty boring and hardly says a word.

Who would you go for?

You'd go for Plumber A, of course!

Be unique and stand out from the crowd.

6. How do you want to engage with them?

What do you want your potential clients to do once they've become aware of you?

Do you want them to email you? Call you? Come into your office/studio?

It's important to get clear on what the first steps are for getting in touch with you. Your first step should always be to get an in-person meeting with your potential client as soon as possible. We call this an Initial Meeting. From there, you can introduce yourself and your services more personally to your client.

In-person meetings are always better than chatting over the phone. When you meet in-person, you can gauge reactions to what you say and you can see the gestures and body language of your client. It's just a much better experience for everyone.

Establishing a line of communication is your first step in forming a business relationship with your clients.

Lots of questions, I know. But we're forming the foundations of your business here.

Asking questions is good, and the answers they reveal set us on a path to market our services at the people who actually want to hear from us.

ACTION STEPS:

1. Ask yourself who your target clients are?
2. Ask yourself what are your target clients looking for?
3. Ask yourself where your target clients would be looking for your services?
4. Ask yourself when your target clients would be looking for your services?
5. Ask yourself why your target clients should choose you?
6. Ask yourself how you want your target clients to engage with you?





HOW TO PRICE YOUR SERVICES

There's a lot of fuss made about Pricing. Whole books have been written on this subject alone. People have made a fortune talking just about pricing and how to price services.

It can be a huge subject, but it doesn't have to be. Now that you're clear on what you provide, you are in a position to be able to price your services effectively.

Here are some methods that most people use to price their services:

Look at what the competition is doing and then pick a random price around those prices. Go with the herd!

Pick a totally arbitrary number because it "feels right."

Ask their mother what she thinks they're worth and go with that number!

Needless to say, all three of the above are ridiculous ways to price your services.



When you're starting out in video business, you should:

1. Work out your hourly rate.
2. Factor in the costs associated with the project (any equipment hiring fees, traveling costs, etc
3. You then work out a price for the project based on how many hours it'll take to achieve multiplied by your hourly rate...plus any associated cost So: Hourly rate x Number of project hours + costs = project price

Easy, right?

- But how do you work out your hourly rate?
- Do you currently work a 9 to 5 job?
- What is your hourly rate for that job?

As an example: say your hourly rate was \$30 per hour.

Now you have to ask yourself a big question. Do you want to do this video business thing on the side, or do you want to grow it to a point where you can quit your 9 to 5 job?

This is a really important question.



If you just want to do this as a hobby on the side, then charging an hourly rate that's equal to your 9 to 5 rate is fine.

However, if you want to have your video business income compete with and eventually overtake your 9 to 5 income so that you can quit your job, then you're going to want to eventually price your freelance hourly rate higher than your 9 to 5 hourly rate.

Now, there are a lot of considerations here that are outside the scope of this book:

I'm not here to tell you how much your worth, or whether or not you should quit your job.

Pro-tip: if you do quit your job, always ensure that you have a minimum of six months living expenses saved.

If you're a successful freelancer who's doing good work, then you should be pricing your services higher than the hourly rate of your 9 to 5 job. As you get more experience and you work with more people, you can raise your prices.

ACTION STEPS:

1. Work out your hourly rate based on what you're currently doing, your experience and what you plan to do with your video business.
2. Factor in the costs associated with the project.
3. Now use the formula: Hourly rate x Number of project hours + costs = project price.
4. Raise your prices as you gain more clients and experience



**REACH OUT TO
LOCAL
BUSINESSES**

Calling works.

I'm sure you've heard about the infamous 'Cold Calling' and how it doesn't work.

Well, I want to show you a method that does work to get your first clients. It's actually better described as "Warm Calling."

Now, I'm going to assume that you have already built up a Portfolio of Work, as discussed earlier.

I want to give you an example of how to pitch your video services to a local business.

You're going to research local businesses that you feel would be receptive to your services and make a list of them and their email addresses. These should be people who don't already have video on their websites.

You're then going to make a list and email them. If you don't hear back from them, you will give them a follow-up phone call. If they do respond positively to your email, then you have a meeting for potential business.

On the next page, I'm going to give you a sample email template that you can use yourself.



Here's what one of these emails should look like:

"Dear [insert name of their business, or even better, a first name if you can find it.]

I was looking on your website and found you don't currently have video to promote your business. Did you know that video is absolutely essential these days for businesses who want to connect with their audience and show potential customers what they do?

[put some benefits here about your video service and what it will do for them.]

We are [insert your business]

We do [insert what you do]

You can see samples of our work here: [insert a link to your website]

We would love to sit down with you and discuss options that would fulfill your needs. If this is something that interests you, get in touch on [insert your phone number] or at [insert your email address.]

Your's sincerely,

[Your name]"

That's a sample email and you should add add your own touch to make it a perfect pitch for the services you want to offer. You should also make an effort to look at the website of each potential client and pick out details to mention in your email. This shows that you've actually taken the time to consider them and what they do, rather than just pumping out hundreds of copy & pasted messages.

We don't have to try every marketing technique in the world. We just need to try a few simple ones that will get the ball rolling and get you started.

ACTION STEPS:

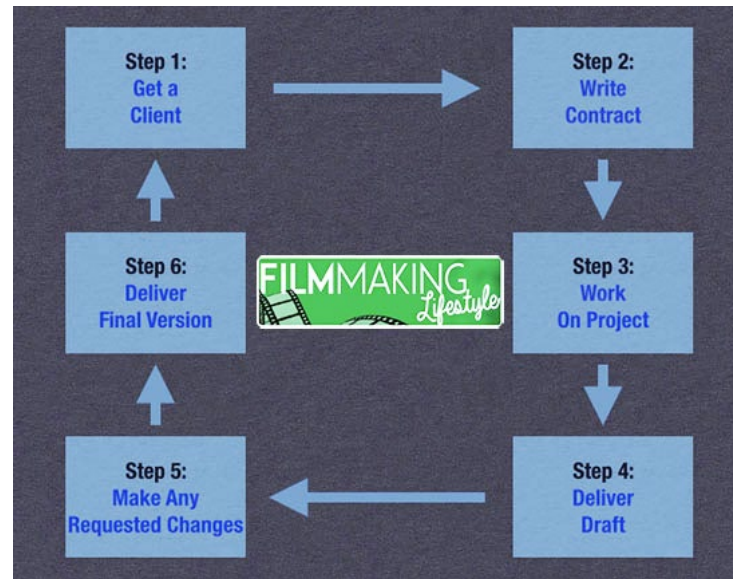
1. Look at the websites of local businesses who don't already have video.
2. Make a list of their email addresses and get first names of the owner/manager where possible
3. Write a template email that you can send to multiple businesses, but ensure you include specific details about each business that you contact.
4. Send out batches of these emails, including your contact information and links back to your website.
5. Give those who don't respond a polite follow-up call. "Hi, I'm calling on behalf of [your video business name] and I'm just wondering if you received our recent mailing about a great opportunity in online video..."
6. For those who respond positively, set up an exact time for a meeting. This is called an Initial Meeting and is the first big step towards gaining a paying client.





**YOUR LIFE AS A
VIDEO BUSINESS
OWNER**

So what does this kind of work look like in practice? I want to outline exactly what happens in a paid video project for a client. From start to finish.



The above chart represents the continuous cycle nature of working as a freelancer owning a video business.

The steps are as follows:

- 1.You get a client.
- 2.You work out a contract between you which legally binds the work.
- 3.You work on their project.
- 4.Give the deliverable and ask if any changes are required.
- 5.Make changes if the client requests.
- 6.Deliver the final version of the project.

Obviously, there are variables with certain jobs. The above is just a representation of the average type of job you will encounter when you own a video business.

During the course of your Initial Meeting, you will discuss the project with your client and find out exactly what they want. This can sometimes be a difficult process because the client isn't always sure about exactly what they want.

It may require just one meeting, or sometimes multiple meetings, but you need to get everything down in writing as to what the project is and how it's to be achieved.

You need to have this proposal in writing and it should be agreed upon by you and the client in the form of a legally binding contract.

You're going to want to capture footage on-the-job and transfer it over to your laptop a lot of times.

This especially goes for big jobs with lots of footage where you're on-site for lots of hours. Instead of waiting until you get home to upload your footage, doing it on-site saves a lot of headaches and also potential loss of footage (a nightmare!)

When the shooting for the project is complete (or even during), you want to start with the task of editing. Again, talking about technical filmmaking skills like editing is outside the confines of this course, so I'm going to assume that you are comfortable with editing video footage.



Once the project is rendered and outputted, you can easily show a client the project by uploading it to your video channel at a site like Vimeo. Vimeo is great because you can password protect a video and give details of the password to your client in an email, complete with the link to said video.

On some projects, you may want to screen the project to your client. This is especially true in situations where you're working for a company with a board of multiple directors. It often makes sense to get everyone in a room at once and screen the project to them.

Whether you screen the project or send them a link to watch the video online, you'll want to get feedback from your client as soon as possible.

Take this feedback onboard and make any requested changes, provided that was agreed upon in the contract signed at the beginning of the project.

Once everything is finalized, you want to be paid for your work as soon as possible. You do this by submitting an invoice with the final payable amount and how to pay you right after the work is completed and agreed upon by both you and your client.



GOOD LUCK!

I hope you've got a lot out of this guide. This is just the start. Every journey begins with a single step. And every business starts with a first client.

This guide is designed to be read through multiple times as you setup your business.

Ensure that you've completed every **ACTION STEP** and you'll soon be on the way to having the video business of your dreams. If you have questions or need help you in anyway, get in touch by emailing me at: matt@filmlifestyle.com

Remember, the Filmmaking Lifestyle site has detailed articles and tips on every aspect of video production business and filmmaking.

[Click here to visit the site.](#)

