



MAKING IT WORK

Greetings!

What makes a video work. What is needed for people to watch it, to learn from it, to be entertained by it, or to buy into it. (i.e. the product and/or services being promoted)

It takes a story. People love to be told stories. We like to see something happen that has meaning to us.

What I try to do in every video be it 1 minute or 2 hours is tell a story. Be it your wedding or your services or products, I like to have the viewer to feel at the end of the video like he has had a complete experience or at least one that he would like to continue by perhaps viewing more or exploring your web site. Better yet he may want to call or e-mail you and talk about his experience watching your video and or exploring further with you what he saw.

Story telling has a long history through out the ages. Today it is still relevant with all our new media.

Call me and lets tell your story...on video

Sincerely,

David Cooperstone
The Studio Video Facilities

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This Month's Event Video



This month's event video is a montage of Basil at 60
To view, [click here](#)

QUESTION OF THE MONTH

What should I know about shooting my own video? (Part 1)

Your making a mistake, hire me!
OK, seriously, for a number of reasons, cost, convince, or just for the experience you may want to do it yourself.

So no matter if it is a special event or a video for your web site there are some common elements to putting it all together.

There are 3 stages to producing a



Corporate Video of The Month



See The Best Place Immigration Politician on YouTube [here](#)
or visit The Best Place Immigration [website](#).

This Month at The Studio

[Richmond Chamber of Commerce After 5 at Richmond Review](#)

[Corporate video of the month for Best Place Immigration](#)

[Buyers Choice](#)

[Liquid Capital](#)

[Event video of month a montage for Basil at 60](#)

[Lisa Wong Chair Richmond Chamber of Commerce](#)

video:

Pre-production, planning
Production, shooting
Post-Production, editing.

Lets focus on Pre-production.

An old adage is the product is only as good as the process is very true in producing a video.

So to plan your video you need to: Consider the purpose of the video, be as specific as possible. The audience, who is going to view the video and what they like to see.

The way you want to tell your story and look on it as a story with a beginning developing the idea, a middle explaining and/or showing what is happening and a end or conclusion, summing up or directing them to the next step and the sale. You can use humor, drama, or perhaps do it like a documentary, use testimonials, interviews etc, Consider the length you want the video. What equipment you may need, lights, external microphone. What limitations do you have, time, budget, know how, location. Finally and most importantly write down something. It doesn't need to be a full shooting script with all the dialogue and action, but at least an outline with some idea of the shots you would like to use.

And if all this seems to much, well then call me.

Next time Production, shooting tips.

The Studio Video Facilities

Something To Take Away

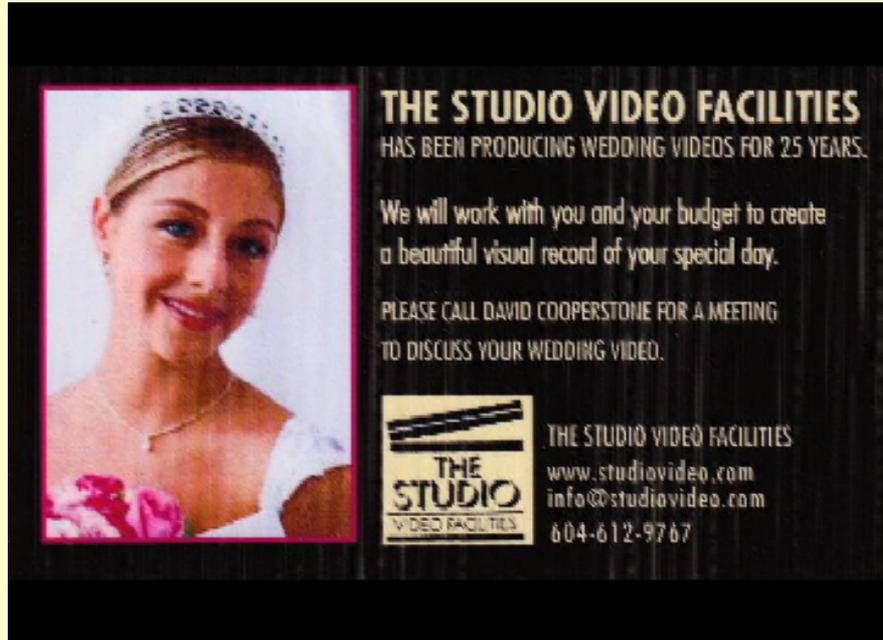
10 items you can rent from THE STUDIO

1. A screen
2. A sound system

[Kollel Darren Jacklin](#)

[CGP](#)

Memorial service (not available)



THE STUDIO VIDEO FACILITIES
HAS BEEN PRODUCING WEDDING VIDEOS FOR 25 YEARS.

We will work with you and your budget to create a beautiful visual record of your special day.

PLEASE CALL DAVID COOPERSTONE FOR A MEETING TO DISCUSS YOUR WEDDING VIDEO.



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3. A High Definition Video Camera, professional model
4. A Standard Definition Video Camera, professional model
5. A consumer video camera
6. A tripod/camera video light
7. A LCD projector
8. A wireless microphone
9. A film and or slide projector
10. Me

Let The Studio create an ever-lasting memory for you!
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Our business



THE STUDIO
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GALA AWARDS **MAY 26, 2012 AT 1:45PM** AT THE **VIFF'S VANCITY THEATRE**
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