



(314) VIDEO ME  
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CN Studios  
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Short (1-minute) professional videos can help:

- Offer personal introductions. People are 7-10x more likely to view a video than to read content, and much more likely to really “get it”.
- Share information. Reading documentation can be tedious. Watching video is easy!
- Make a connection. 90% of information transmitted to the brain is visual, and visuals are processed 60,000x faster than text.
- Bring more people to you. Web sites that contain video rate higher in search engine results.
- Help others recommend & refer business to you by sharing your videos. 90% of people trust online recommendations from people they know.

And the process is very quick, easy, and painless.

You decide what you want to say. If you'd like, you can provide up to 5 images or clips (per video) you'd like included in the video.

CN Video will review your script(s) and make suggestions. We offer a discounted rate for multiple videos. (The more videos you do, the lower the cost per video.) All you do is read your script(s) from our teleprompter.

**Ideal for: Informational Shorts, Key Employee Bios or Introductions, Video Blogs & Tips, Testimonials (Success Stories), Announcements, Podcasts...**

#### ABOUT CN VIDEO

Established in April, 2008, CN Video Production is a registered Woman Owned Business that provides full service business video solutions. From concept and design, to production, editing, delivery, and everything in between. We help businesses improve communication with video.

Our studio, CN Studios, in south St. Louis is equipped with professional high definition cameras, studio lighting and microphones, teleprompter, full green screen wall and floor, and a private sound isolation booth. Although most of

our work is done at the client's location or work site. We are fully insured and able to work at any client location or job site. We also have access to a legal service to address any legal concerns.

We specialize in the production of marketing/promotional video, instructional/demonstration video, presentation capture, and custom video solutions including expert camera work, editing, motion graphics, and animation.

At CN Video Production we are your video team on call. We have the people, equipment, experience, software, and skill... whenever you need us, whatever you need us for. And all of our work is guaranteed.

Below is information regarding our 1-Minute Bulk Video Event.

This covers:

- on-line practice teleprompter and useful tips to help you prepare,
- 2 takes of each 1-minute script,
- the use of our studio\*, (including green screen, lighting, teleprompter, HD camera and microphones),
- background photo (ours or yours) if green screen is used,
- background music (if needed),
- your name, logo, and photos or clips displayed on the video,
- and call to action information at the end of the video.

\*Note: if you're doing 5 or more videos, we can come to your location for the shoot at no additional cost.

CN Video will also help you with the next steps. We provide a custom guide to help you increase your video's visibility and reach your marketing goals.

## PROJECT TIME AND COST ESTIMATE

Video package includes:

### Concept and Design:

- Video concept and design agreement.
  - Script is written by you. No design meetings are needed.
  - Help preparing you and guiding you through the process is provided by CN Video at no charge.
  - CN Video will review your script(s) and make suggestions.

### Production:

- Video capture and post-production / editing.
  - Video equipment, teleprompter, lighting setup.
  - 2 takes for each video.
  - Downloading and post-production editing of each video

Delivery and Project Management:

- Video delivery and project management.
  - Follow-up / project management.
  - Delivery of video(s) via Dropbox link in mp4 format.

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The cost/time for each video is based on the total number of videos produced at one time, as follows:

- 1 video: **\$480 total**
- 2 videos: **\$360 ea.** (\$720 total)
- 3 or 4 videos: **\$300 ea.**
- 5 or 6 videos: **\$260 ea.**
- 7 or 8 videos: **\$230 ea.**
- 9 + videos: **\$210 ea.**

25% due on agreement, with the remainder due upon delivery

**(optional)** Videos are shot at CN Studios. Include \$40 for video capture at your location. Note: If you're doing 5 or more, we'll come to your location at no additional charge.

**(optional)** CN Video reviews your scripts and make suggestions at no charge to you. However, we also offer full scripting services if you'd like your scripts written for you. Pricing varies based on the number of videos.

**(optional)** Additional footage can be captured at an hourly rate.

**(optional)** Add 10% per minute for longer videos.

#### PROJECT SCHEDULE

Video capture takes place at CN Studios or the client's location at a pre-arranged date and time. The actual video capture takes about 15 minutes per video. Videos are typically completed within 1 week of the event.

You can approve this proposal via email, or by registering for a Bulk Video event at <http://cn-video.com/1-Minute-Video>

Thank you for the opportunity to work with you on this project. If you have any questions or would like to discuss, please contact me at (314) 843-3663.



*Samantha C. Naes*

Samantha Naes - CN Video Production