



(314) VIDEO ME  
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Thank you for considering CN Video to produce your professional Easy Web Video.

An Easy Web Video can:

- Get their attention, fast. 90% of information transmitted to the brain is visual, and visuals are processed 60,000x faster than text.
- Increase revenue. Viewers are 85% more likely to purchase a product after watching a product video.
- Help others recommend and refer business to you by sharing your video. 90% of people trust online recommendations from people they know.
- Bring more customers to you. Web sites that contain video rate higher in search engine results.

#### ABOUT CN VIDEO

Established in April, 2008, CN Video Production is a registered Woman Owned Business that provides full service video solutions to businesses and organizations. From concept and design, to production, post production, 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 solutions using full HD footage, custom animation & motion graphics, time-lapse and stop-motion.

At CN Video Production we are known for our unique ideas in concept, production, and delivery. And all of our work is guaranteed.

Below is a proposal that describes an Easy Web Video project, the costs involved, and specifically what services are included.

## EXECUTIVE SUMMARY

This proposal covers the creation of a short (~1 minute) video.

It includes a branded intro, footage and narration captured at your location, and a branded closing CTA (call to action) sequence with your contact information. Background music and animated captions may also be added.

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

## ASSUMPTIONS

This proposal is based on the following assumptions:

- Footage will be captured in one session, at your location.
- All people, voices, and props in the video will be provided by you.
- A high-resolution copy of your company logo (and any additional branding you'd like displayed) will be provided by you.
- Narration (voice) for the video will either be created by interviewing a representative of the business. Alternatively, you can write your own script and use the teleprompter to read it on camera.

## PROJECT ESTIMATED BUDGET

### Concept and Design:

- Est. 0.5 hours: Telephone planning discussion to determine and understand the most important points for the video prior to production.

### Production:

- Est. 2 hours: Prep, setup, and footage capture.
  - Camera, microphone and lighting (if needed) setup and testing.
  - Professional capture of interview(s) and accompanying footage of your product or service.
  - Video recorded in one session, at your location.
  - CN Video provides coaching to on-camera personnel.
- Equipment Usage: Included
  - Professional High-Definition Video Camera
  - DSLR Camera
  - Wireless Lapel Microphone

- Teleprompter (if requested)
- Studio Lighting (if needed)

#### Post-Production / Editing:

- Est. 6 hours: Post-production and editing.
  - Create branded welcome sequence.
  - Select, clean up, and edit audio/narration.
  - Select and edit footage.
  - Add background music where appropriate (lower during narration).
  - Create call to action exit sequence (A sign-off message, tailored to your specifications).
  - Render and build the video in a format for web/mobile viewing.
- Storage and Software Usage: Included
  - Video and project files are archived and stored by CN Video Production for any future updates.

#### Delivery and Project Management:

- Est. 1.5 hours: Project management and video delivery.
  - Upload rough cut for client approval.
  - Follow-up / project management.
  - Deliver final video via Dropbox, formatted for web/mobile viewing.
  - Create and deliver custom guide for next steps.
- Est. 0.5 hours: Post-production changes.
  - Includes one set of changes made by CN Video, per your request.

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**Total Cost of Project: \$840.00**

25% (\$210.00) due on agreement, with the remainder due upon delivery

(Option): Have CN Video write your script for you, for an additional \$320.  
Add 1 week to the project schedule if script writing is desired.

#### PROJECT SCHEDULE

Video production is typically around 2 weeks from the start of the project, per the following schedule:

- Week 1: Video and audio capture of content.
- Week 2: Post production editing, review, and approval by client.

Once your video is produced and approved, you receive a high definition copy of your video, along with a custom guide to help you increase your video's visibility.

After receipt of payment, you receive documentation of ownership to use, copy, and distribute the video(s) as you see fit. The video is the property of CN Video until payment is received.

This proposal is good for 30 days. You can approve this proposal via email by simply sending a reply stating that you approve, or would like to discuss changes.

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

