



Video Productions

- DVD Productions
- Web Ads
- Product Demonstrations
- Shop Promotions
- Teacher & Class Introductions

Web video demonstrations make people want to buy your products.

- Very affordable way to show exactly how to use a new product.
- Great way to show the atmosphere of your shop
- Students can meet the teacher and get a feel for their personality



Bonnie Lyn McCaffery

Services

- Lighting
- Audio
- Filming
- Directing
- Editing
- File Rendering
- DVD menu & master

DVDs let students learn at their own pace in their own homes.

- DVDs are the way of the future. Some of the major book publishers in the quilting industry have added DVDs to their line up of titles.
- DVDs are very cost effective. Spend \$5,000 (estimate) to produce 1,000 finished DVDs and then sell them at a retail price of \$30 each, that is a huge opportunity for profit.
- Karen Kay Buckley made her investment back in the first 2 weeks. She has reprinted her DVD 5 times now. The cost for reprints of 1,000 is about \$1,500 (\$1.50 per DVD) so profit are even more on these.

More affordable than you imagined



Bonnie Lyn McCaffery

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Video Productions

Experience

With my teaching background, I come at this with an understanding of how to show clear examples to illustrate the information. I also have a pretty thorough understanding of techniques and terminology in the crafts and quilting industry.

DVD Productions –

- Bonnie Lyn McCaffery “Painted Face for Beginners”
<http://bonniemccaffery.com/shop/portraitpaint.html>
- Maggie Davies “Creative Ribbon Appliqué”
<http://youtu.be/X9rjZuOE7LA>
- Esterita Austin “Painted Peppers”
<http://www.esteritaustin.com/shoponline.htm>
- Karen Kay Buckley “Hand and Machine Appliqué”
<http://www.karenkaybuckley.com/index.php>
- Sybilla Lenz “The Energy Atlas”
<http://youtu.be/AgIN8B95rLw>
- Michele Scott “Machine Quilting Fun & Bobbinpalooza!”
<http://www.piecefulquilter.com/index.html>
- Linda McGehee “Bags Galore”
- Brenda Henning “Mastering the Mariner’s Compass”
- Deb Tucker “Rapid Fire Hunter’s Star”
- Mary Sorensen “Learn to Love Needleturn”
<http://youtu.be/RcM5bqRGETg>
- Sue Nickels “Successful Machine Quilting on the Home Sewing Machine”
<http://www.sue-nickels.com>
- Lyric Kinard “Bead It Like You Mean It”
www.lyrickinard.com/bead_it_like_you_mean_it_.html

Web Videos –

- Monthly VidCasts (over 5 years) on my own website which include interviews, demonstrations, and quilt shows around the world
<http://bonniemccaffery.com/vidcasts/index.html>
- Quilts Inc. (since 2008) - web videos of their quilt shows (Houston, Chicago, and Long Beach, CA)
- eQuilter.com (since 2008) – web videos
Sample <http://youtu.be/jLiXLinu67Y>
- Maggie Weiss (2009) – web video for YouTube
Sample <http://youtu.be/S3dH5IStwhs>
- Deb Tucker (since 2010) – Web videos for product promotion
Samples <http://youtu.be/W9xUCzur0ho>
- Davis R. Chant Realtors (2011) – Web videos for real estate
Sample www.lakewallenpaupackchant.com/video.php?id=rtWWSGiWrbQ
- Fire video (2011) – “because I was there”
Sample <http://youtu.be/VkG9jgoc3qc>

Cost Effective

DVDs are very cost effective. If you spend \$5,000 (estimate) to produce 1,000 finished DVDs and then sell them at a retail price of \$30 each (\$15 wholesale and \$11 distributor), that is a huge opportunity for profit.

Web Videos are also a very affordable way to promote your product, shop, teaching or event.

Costs

Web Videos - \$100 per edited minute plus travel expenses. Fee covers filming, editing and rendering video for use on the internet. DVD of web videos is available for an additional \$100.

DVD master - \$4000 plus travel expenses. The fee covers 2-3 days of filming, video editing, and creation of a master DVD ready for replication. This is for a DVD running up to 60 minutes. Anything longer will be billed at a rate of \$75 per edited minute beyond 60 minutes.

You would be responsible for the DVD cover design, DVD label design and having the DVDs reproduced. It is not really that difficult. I use Discmakers.com. The cost for a finished DVD in a DVD case (shrink-wrapped) with a UPC code is about \$1,200 - 1,500 for 1,000 DVDs.

Other Info

Filming can be done here in our studio or at your location (providing you have a space large enough and there are no acoustic issues).

All rights belong to the talent being filmed.

References

Karen Kay Buckley – KKBQuilter@aol.com
Sue Tucker - tuckersm180@gmail.com
Sue Nickels - nickquilt@aol.com
Lyric Kinard - lyric@pobox.com

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