

HOW TO ADD VIDEO PRODUCTION TO YOUR SERVICES



1. PURCHASE EQUIPMENT

- Camera...~\$1,500
- Recording Media...~\$100
- Lighting Kit...~\$500
- Microphone...~\$500
- Audio Recorder...~\$300
- Greenscreen (Optional)...~\$200
- Editing Computer...~\$2,000
- Editing Software...~\$600/year

2. LEARN NEW SKILLS

- Skills can be learned online or professionally.
 - Script writing
 - Video recording
 - Video editing

3. MAKE SOME CONSIDERATIONS

- Decide if you need/find a dedicated space.
- Is the time planning, filming and editing video worth the opportunity cost?
- If needed, can you afford a new employee dedicated to video production?
- Can you afford the cost of new equipment and the necessary training?