

PITCHHUB PRESENTS:



HOW EFFECTIVE VIDEO PRODUCTION CAN AMPLIFY YOUR BUSINESS IN 2022



PRESENTED BY:
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CEO & DIR.PRODUCTION / MARKETING

ABOUT US:



ANDREW DEVLIN

C.E.O. & CO-FOUNDER
+25 YRS VIDEO TECHNOLOGY



Connect with us



JARED BRICK

DIR. PRODUCTION & MARKETING
30 YEARS IN PRODUCTION



OVERVIEW

- **Strategies for Creating Pro Quality Videos**
- **Do's & Dont's of Video Recording**
- **New Projects for 2022 Content Calendar**
- **Collaboration to Make Videos Sizzle**
- **Leveraging PitchHub featuring C.A.R. Scripts**



***“THE VIDEO PLAY BUTTON IS THE
MOST COMPELLING
CALL TO ACTION
ON THE INTERNET!”***



CREATING HIGH QUALITY VIDEOS



WATCH THE TOP 10 VIDEO FAILS

- Increase video **quality settings** from HD to 4K
 - Add a plug-in or wireless **microphone** to phone/camera
 - Add **lighting**, room lamps or LED video lights
 - Simplify and clear your background, try a **Greenscreen!**
 - **Stabilize** the camera at your head height
 - Shoot for correct **social channels** to audience age & demo
 - **Boring** video? Try a new format, location, style, etc.
 - Add one clear C.T.A. as a **Call To Action** at end!
- *Practice, practice, practice at home with a camera**

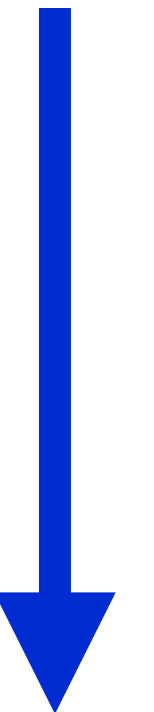


WHAT SHOULD I MAKE?

- ☑ EDUCATIONAL C.A.R. SERIES
- ☑ GREENSCREEN SET-UP →
- ☑ AGENT INTERVIEW, OFF-CAMERA
- ☑ CLIENT TESTIMONIALS
- ☑ EXPERT PARTNER INTERVIEWS
- ☑ MONTHLY MARKET UPDATES →
- ☑ VOICE-OVER SLIDESHOW & VIDEO
- ☑ EDU-TAINMENT, FAQ, LISTS



Before



After



***“STOP SELLING...
START HELPING”***

- ZIG ZIGLAR



VIDEO SUCCESS: NIKHIL



+30,000 VIEWS from:
23,000 - YOUTUBE
4,000 FACEBOOK
1,000 LINKEDIN
1,000 INSTAGRAM



GREENSCREEN

CUSTOMER EXPERIENCE

ENGAGEMENT

[Watch the video](#)

Build a community
of devoted fans

CONSISTENT

CREATIVE

Be engaging
Have fun
Show personality

**4C'S
OF
VIDEO
MARKETING
CONTENT**

Create videos that
are unique to you

CUSTOM

COLLABORATIVE

Work with people
smarter than
you!

MAKING VIDEOS SIZZLE



GREENSCREEN

MATCH STYLE
PHOTO or VIDEO
STOCK BACKGROUNDS



COLLABORATION

INTERVIEWS
EXPERTS & PARTNERS
TESTIMONIALS

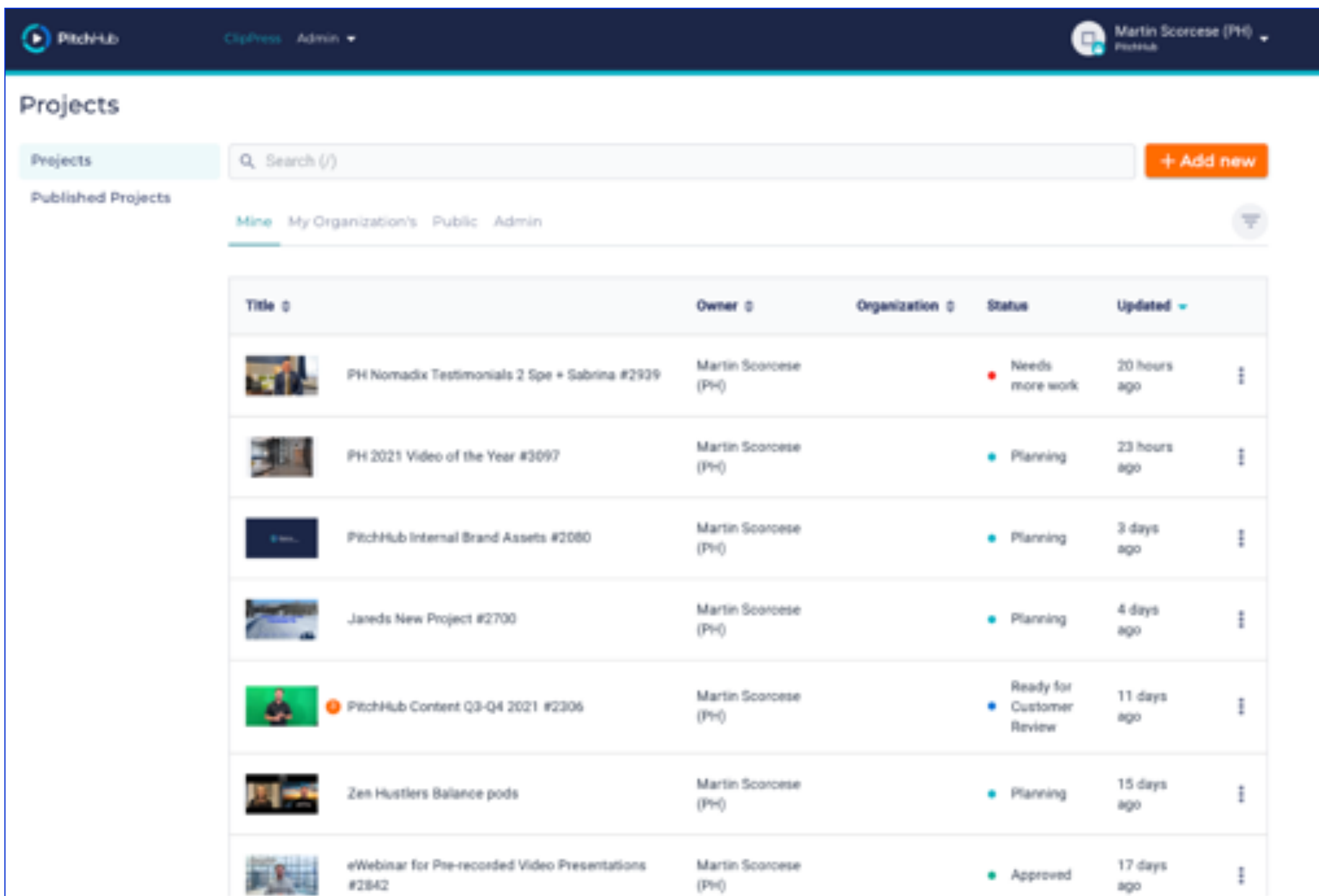


B-ROLL CUTAWAYS

STOCK FOOTAGE
REAL CONTENT
COMPANY SUPPORT

PITCHHUB ADDS: MUSIC + TRANSITIONS + LOGOS + TITLES + CAPTIONS

PROJECTS: CONTENT CALENDAR 2022



The screenshot shows the PitchHub interface with a list of projects. The table below represents the data visible in the screenshot.

Title	Owner	Organization	Status	Updated
PH Nomadix Testimonials 2 Spe + Sabrina #2929	Martin Scorsese (PH)		Needs more work	20 hours ago
PH 2021 Video of the Year #3097	Martin Scorsese (PH)		Planning	23 hours ago
PitchHub Internal Brand Assets #2080	Martin Scorsese (PH)		Planning	3 days ago
Jareds New Project #2700	Martin Scorsese (PH)		Planning	4 days ago
PitchHub Content Q3-Q4 2021 #2306	Martin Scorsese (PH)		Ready for Customer Review	11 days ago
Zen Hustlers Balance pods	Martin Scorsese (PH)		Planning	15 days ago
eWebinar for Pre-recorded Video Presentations #2842	Martin Scorsese (PH)		Approved	17 days ago

- Get all ideas out of your head
- Write bulletpoints or full-scripts
- Plan seasonal themes
- Allow for pop-up content anytime
- Collaboration with others
- Set monthly deadlines, hard dates
- Find an accountability partner/team

PITCHHUB PROJECT MANAGEMENT TOOL



C.A.R. SCRIPT TOPICS

1. Fire Insurance
2. Non-Contingent Offers
3. Buyer Interest Letters
4. Defensible Space
5. Accessory Dwelling Unit
6. Landlord - Tenant Notices
7. Natural Disasters
8. Post-Closing Disputes
9. Negotiating Repairs
10. Liquidated Damages



VIEW ALL WITH YOUR PITCHHUB ACCOUNT



PITCHHUB & C.A.R. SCRIPTS



STEP #1

- Select a C.A.R. script
- Industry vetted
- Review the description

The screenshot shows the PitchHub interface. At the top, there's a navigation bar with 'PitchHub', 'ClipPress', and 'Admin'. Below that, the main heading is 'Defensible Space (CAR_S0004)'. A link '← Back to Published Projects' is visible. On the left, there's a sidebar with 'Overview', 'Scripts', and 'Media'. The main content area shows details for the script: 'Organization: CAR_Real Estate Business Services', 'Group: PitchHub Customizable Scripts', and 'Status: Published'. Below this is a large image of a forest with tall, thin trees. A 'Camera' watermark is visible on the image. Underneath the image is a 'Description' section.

Description
We're living in a new era of wildfire risk in which homeowners are expected – even legally obligated – to maintain “defensible space” on their property. Defensible space is the roughly 100-foot “buffer zone” that homeowners create between a structure on the property and any flammable grass, trees, shrubs, or wildland area that surround it.



PITCHHUB & C.A.R. SCRIPTS



PitchHub | ClipPress | Admin

Martin Scorsese (PH)

Defensible Space (CAR_50004)

[Duplicate Project](#)

[← Back to Published Projects](#)

- Overview
- Scripts
- Media

Defensible Space

485 words - 2:25

Script | Text only

[Full Screen](#)

Script user: Feel free to use the images in this video presentation, just sign up for a free account from [Canva.com](https://www.canva.com/usa/04h-02-224) and agree to their Terms of Use.

Defensible space is the roughly 100-foot "buffer zone" that homeowners create between a structure on the property and any flammable grass, trees, shrubs, or wildland area that surround it.

This buffer provides firefighters the space they need to successfully protect the home in the event of a wildfire.

And, beginning July 1st, 2021, new state and local laws require certain property owners to maintain defensible space on their property.

What's more, now either sellers must provide documentation that their property is in compliance with defensible space laws, or buyers must agree to bring the property into compliance after the close of escrow.

Unlike the new fire hardening disclosure law, the year the structure was built doesn't matter. It's all about the type of structure and where it is located.

These new laws apply to residential one-to-four properties, condominiums or other common interest development units, and manufactured homes where the property is located in a high or very high fire hazard severity zone, and when a Real Estate Transfer Disclosure Statement, or TDS, is required.

That can be a little confusing, we know. So, to assist sellers and agents in complying with this new legal obligation, C.A.R. has created a new form called the Fire Hardening and Defensible Space Advisory, Disclosure, and Addendum. This is also known as C.A.R. Form FHDS.

STEP #2

Review the script before recording

See media note references in script



PITCHHUB & C.A.R. SCRIPTS



PitchHub

ClipPress Admin

Martin Scorsese (PH)

Defensible Space (CAR_S0004)

← Back to Published Projects

Overview

Scripts

Media

Q Search

Sort by: Newest first

CAR Disclaimer PH logo
28 days ago

redwoods
1 month ago

paperwork
1 month ago

tree-work

firefighters

Defensible Space

STEP #3

Check out included free media assets supplied by canva.com*

**account req.*



PITCHHUB & C.A.R. SCRIPTS



Duplicate Project

Duplicate Project

Project Name
Defensible Space (CAR_S0004) **JARED**

Project Organization: PitchHub
Project Owner: Martin Scorcese (PH)

Copy scripts
 Copy media pinned to project template
 Open new project after duplicating

STEP #4

Duplicate any script into your account and customize as you see fit!

Tutorial on our site



MEET: ROSA HELLEN



W.F.H. GREENSCREEN

HOME GARAGE STUDIO
TELEPROMPTER USE
SMARTPHONE CAMERA

PROFESSIONAL EDITING

BACKGROUNDS
TITLES & CAPTIONS
QUICK TURNAROUND

NEW ENGAGEMENT

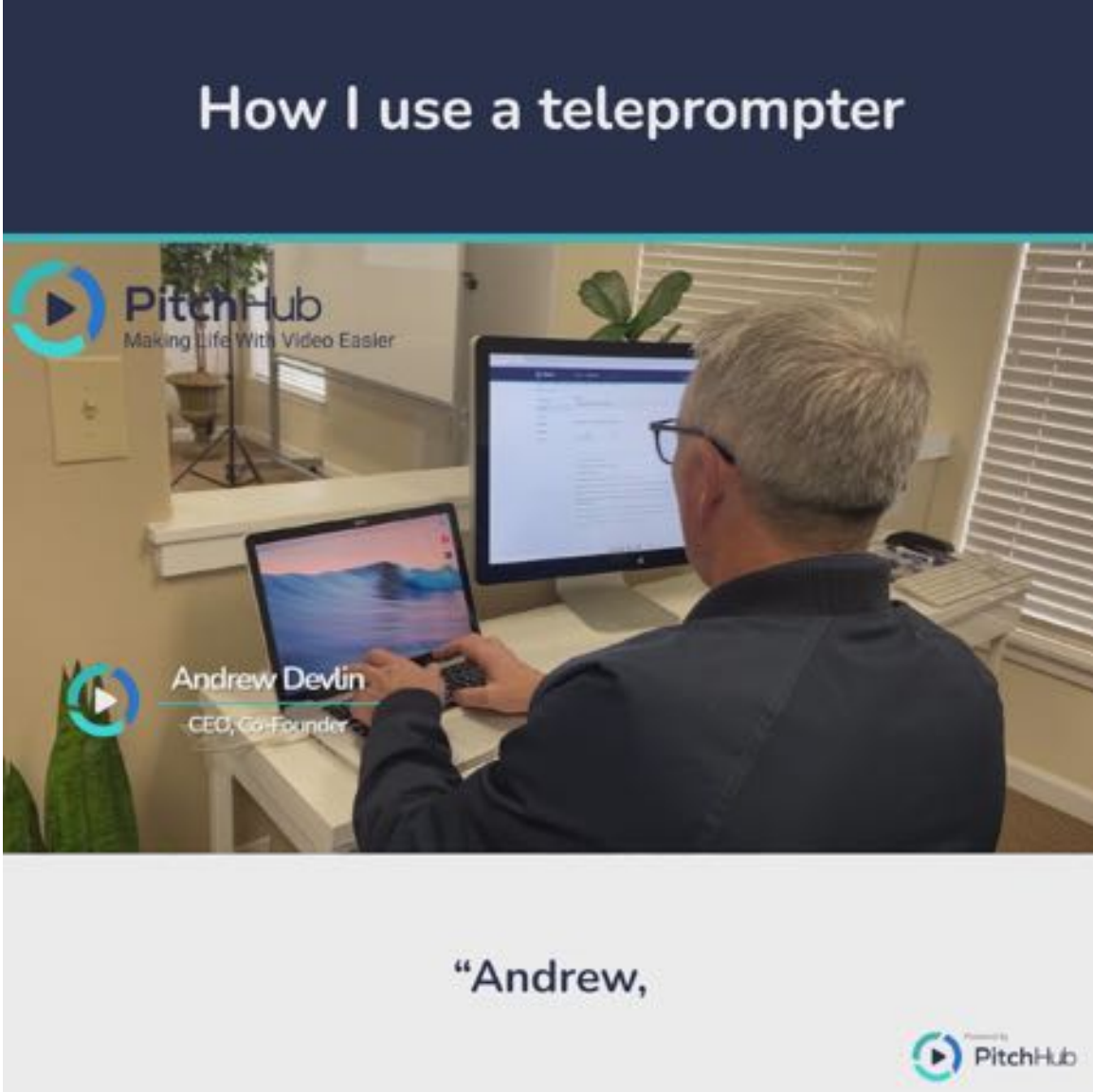
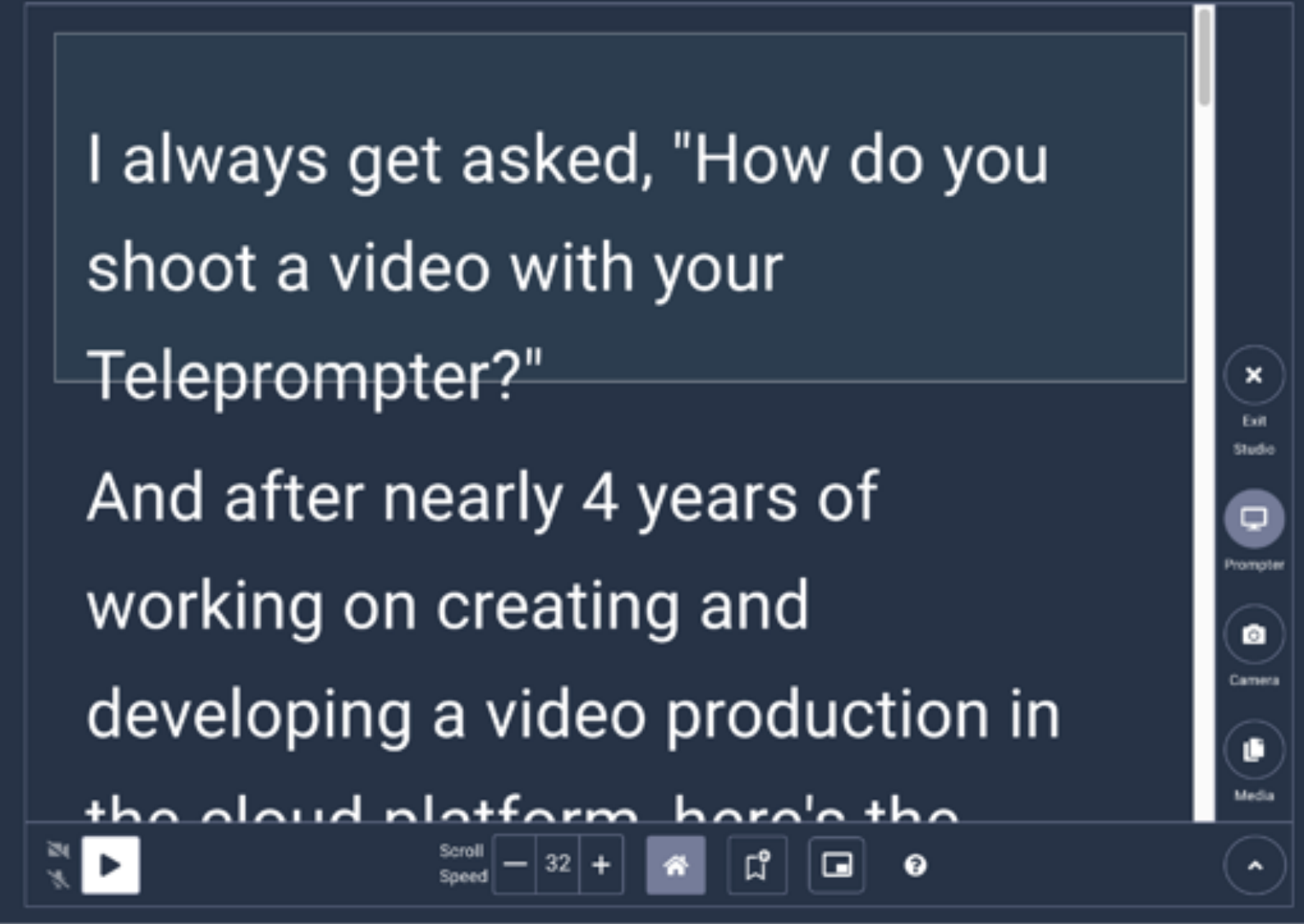
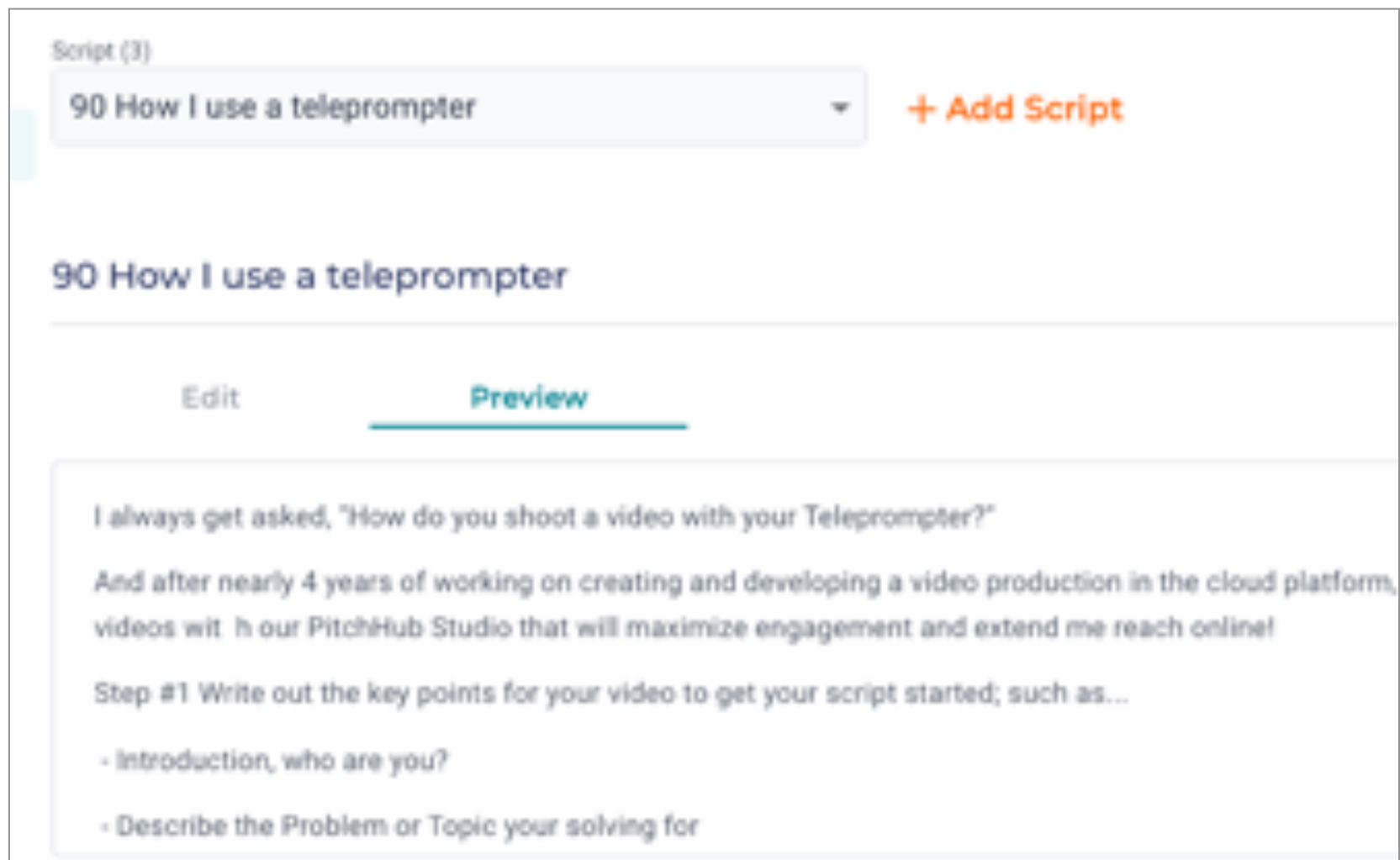
FROM SHY TO HI
PROVIDING VALUE
NEW LEADS & FANS

THE PITCHHUB PROCESS



WATCH
the
VIDEO

PITCHHUB STUDIO & EDITING



SCRIPTS

- DUPLICATE
- CUSTOM
- MEDIA LINKS



TELEPROMPTER

- FONT & SPEED
- CAMERA & MIC
- CLOUD RECORDINGS



PRO EDITING

- 3 SOCIAL FORMATS
- TITLES & CAPTIONS
- B-ROLL & STOCK

PITCHHUB ADD: MUSIC + TRANSITIONS + LOGOS + GRAPHICS

PITCHHUB STUDIO PRICING



\$19

Monthly

No contracts
No commitment
Cancel anytime*

INCLUDES:

- ✓ Unlimited Projects
- ✓ Unlimited Scripts
- ✓ Unlimited Media
- ✓ Teleprompter Use
- ✓ Video Recordings
- ✓ Team Collaboration

**Before next billing cycle*

C.A.R. DISCOUNT APPLIED

\$15.75

Annual

*Billed at \$189**
12 month access
Saves \$39

**Billed recurring, prices subject to change*

PITCHHUB PRO EDITING

C.A.R. DISCOUNTS



BEST VALUE & BONUS

Pro-24

\$1899

24 Videos
@ \$79 each

Pro-12

\$1044

12 Videos
@ \$87 each

Pro-6

\$569

6 Videos
@ \$94 each

Pro-1

\$104

1 Video
Pay As You Go

REVISIONS INCLUDED

CLOSED CAPTIONS

CUSTOM BRANDING

1-2 BUSINESS DAYS

VALID FOR 12 MONTHS

3 SOCIAL FORMATS

BONUS FREE GIFT: ISHOT MOUNT



BUY NOW

Pro-24

\$1899

24 Videos

@ \$79 each



FREE GIFT

iShot Mount

\$89

Holds Tablet
& Smartphone

FREE SHIPPING*

Tripod mount
Perfect for PitchHub Studio
*Domestic USPS included
Purchase before E.O.D. 1/15/22

***“IF ONLY 3-5% OF AGENTS
ARE LEVERAGING VIDEO...
BECOME ONE OF THE BEST!”***

Try it today!



PITCHHUB.COM / PARTNERS / CAR



THANK YOU

CONNECT WITH US!



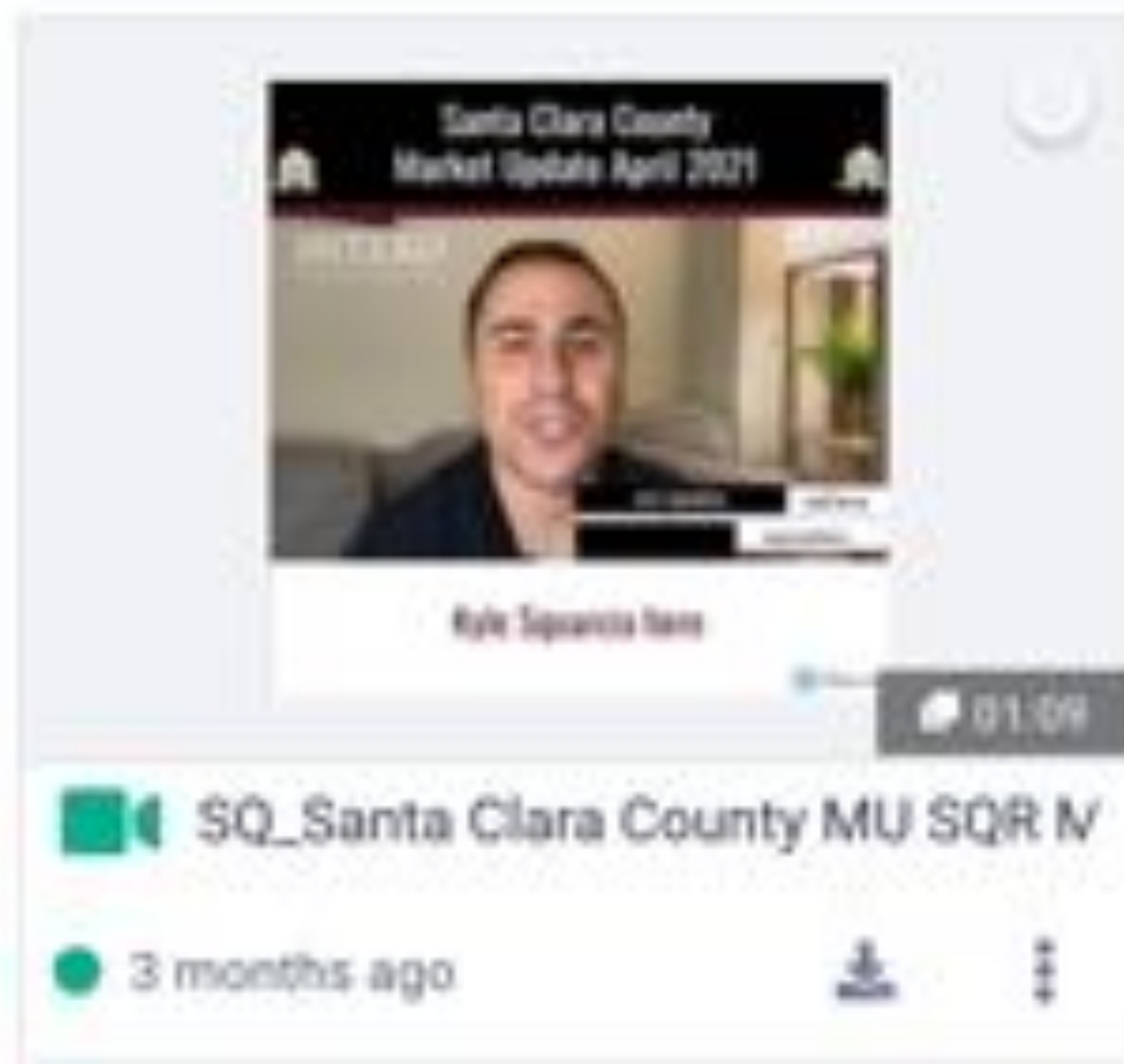
ANDREW.DEVLIN@PITCHHUB.COM

JARED.BRICK@PITCHHUB.COM

@PITCHHUBVIDEO



PITCHHUB VIDEO FORMATS



SQUARE



PORTRAIT VERTICAL



STANDARD 16:9

SOCIAL MEDIA SIZES, RATIOS & FORMATS



1:1
1200 x 1200
SQUARE



4:5
1350 x 1080
VERTICAL



9:16
1080 x 1920
IGTV



16:9
1920 x 1080
YOUTUBE



820 x 312
FB COVER

- **Standard 16:9 - Youtube & IGTV**
- **Square 1:1 - Instagram, LinkedIn, FB**
- **Portrait Vertical 9:16 - Story FB & IGTV**

New Video Edit Order [X]

1 Step 1 — 2 Step 2

Script
Aug 2021 Santa Clara County MU

Order Title (optional)

Format ⓘ

- Standard: YouTube / Facebook / Vimeo / LinkedIn
- Square: Instagram (less than 1 minute)
- Portrait: Instagram Story, IGTV, Facebook Story

Closed Captions / Subtitles in U.S. English ⓘ

- Subtitles in the video file
- Subtitles in a separate file (SRT)
- No subtitles

Next

SHARING CHANNELS

- ☑ Youtube aka Google
- ☑ LinkedIn Profile & Company Pages
- ☑ Facebook Profile & Pages
- ☑ Instagram & IGTV
- ☑ Twitter, TikTok, Pinterest
- ☑ Websites, Blogs, Forums
- ☑ Emails & Texts
- ☑ WOM = Word of Mouth
- ☑ Colleagues and friends



5-10X MORE CLICKS THAN TEXT ONLY
3X MORE CLICKS THAN IMAGES ONLY



GET PROFESSIONAL

How to create a Company Page

Tell the story of your business

Help new clients find you with a free Company Page. It's quick to set up, and it gives you a place to showcase your leadership and expertise.

1. Select **"Work"** in the top navigation bar
2. Click **"Create a Company Page"**
3. Fill in your company name and an initial URL (you can change it later)
4. Click **"Create page"** to publish and save changes
5. **KEY STEP:** On your personal profile, update your work experience to link to this new Company Page



Business leaders with a Company Page receive **4X MORE** profile views



PROFILE



Media Director & Video Producer

PitchHub · Contract

Jun 2020 – Present · 1 yr 3 mos

San Francisco Bay Area

Supporting the rapid growth of this video innovation of software platform and video services to help make your life with video easier. PitchHub is a SaaS and VaaS... providing an amazing video tools that integrate into a breakthrough web-based teleprompter and remote professional ...see more



The screenshot shows the LinkedIn profile for PitchHub. At the top, it says "You are viewing this page as a member" with a "View as admin" button. Below that is an advertisement: "Are You A Startup? - The Average Startup Is Collecting \$50K+ a Year. See How Much You're Owed." The main header features a banner image of a woman at a podium and the PitchHub logo. The company name "PitchHub" is displayed, followed by the tagline "Making Life With Video Easier" and the location "Internet · San Jose, California". The number of followers, "226 followers", is circled in red. Below this, it states "Jim & 4 other connections work here - 10 employees". There are buttons for "Following", "Sign up", and "More". A navigation bar includes "Home", "My Company", "About", "Posts", "Jobs", "People", and "Videos". At the bottom, there are filters for "All", "Images", "Videos", "Articles", "Documents", and "Ads". On the right side, there are two additional sections: "Get the latest jobs and industry news" with an "AutoFi" profile and a "Follow" button, and "Pages people also viewed" featuring "Disruptive Energy Services" with 79 followers and a "+ Follow" button.

COMPANY PAGE





VIDEO PRODUCTION IN THE CLOUD



PitchHub
Making Life With Video Easier