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## Videographer Fact Sheet

MyMichelangelo has an exciting opportunity for your videographer business. We offer animation services for video. We can transform video that you take for events into breathtaking animation. All of the events videographers cover are special to the people involved. We understand this, and this was a huge reason we thought of developing this service. Offering people the opportunity to have their special event in a unique form gives them a unique and memorable memento of that event, and also brings in extra revenue and a unique selling point for your business. The below is a fact sheet that gives you more information about our services and what we can offer you.

### **What do you mean by animating videos?**

We developed an efficient process where we can recreate a video, frame by frame, into animated versions of that video. These are full audio videos as well, and will contain all of the talking as the original video. As mentioned above, this is unique and can be a spectacular addition to the value you provide clients. We have several examples on our website. Please visit

<https://mymichelangelo.com/mymichelangelo-for-business/> to see some video examples. If you would like a larger clip, contact us and we can send a full length example of our process. We offer several styles of animation. We have traditional animation styles, and also some very unique versions of animation styles that aren't available anywhere else.

### **What does it cost the customer?**

We currently offer four animation styles, all of which are the same cost. We offer a two tiered pricing. For up to thirty minutes, the per minute cost of an animation is \$10.00. For every minute over thirty, the per minute cost is \$9.00. We will round down to the nearest minute when determining the final billing. These are incredibly hard to beat prices, and almost certainly better than anything one could get for similar quality.

### **Why is this cheaper than typical animation costs?**

We are able to produce high quality animation due to an efficient animation process and low overhead. This results in increases in speed and quality for the

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amount spent creating the animation. The main tradeoff for this is that we cannot add additional animation effects such as extra characters or different backgrounds. While we are planning to add some of those features in the future, we are not there yet. We simply recreate each frame in an animated style.

### **What is my incentive to sell?**

There are two incentives to offer this to clients. First, we will give you 25% of the total sale. The second is that this will have an effect on attracting clients. By offering this as a high quality upsell service in addition to your regular services, you can offer clients more options that they cannot acquire through other videographers. We will never undercut you on price. Everybody is charged the same.

### **How does the process work?**

We will provide a dedicated and private shared Google Drive folder in which you can upload any film that you want animated. We chose Google Drive because of its ease and simplicity to use. Email us and let us know the name of the video. Depending upon the length of the video and the season, we will have the animated version of the video ready within 5-10 days. We will reply to your email when it is ready, and upload the animated version of the video to the same folder along with a Google invoice for the payment. We will name the animated video as the same as the original video, plus the animation style used. We would ask that you advertise our services on your website. You do not need to use our branding, but display the videos and explain what service is provided. We have a very visual product, so visually displaying this is important. This is not mandatory, but have found that this increases inquiries and sales.

### **How should the final video uploaded be decided?**

This is primarily up to you. We have no preference. We suggest consulting with clients regarding which parts of the event they would like converted to animation. You can choose to have them send you the relevant parts, or put the final video together for them.

### **How does billing work?**

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We offer several options. Typically, the most direct is to send an invoice to you upon delivery of the animated film. We would request that the payment be made within ten days of the send date. If this is an issue, talk to us and we can make alternative arrangements. If you are a high volume uploader and wish to reduce the number of invoices you receive, it may be more convenient to do a bimonthly billing payment. Contact us to discuss terms that work best for your business. We can offer invoices through Square or Google invoice services.

### **Do you offer additional support?**

We are in the midst of creating additional animation style examples for different types of events. This helps you better connect with your target audiences. In general, we are a small company, and have some ability to cater to unique needs. Let us know if you have any further questions.