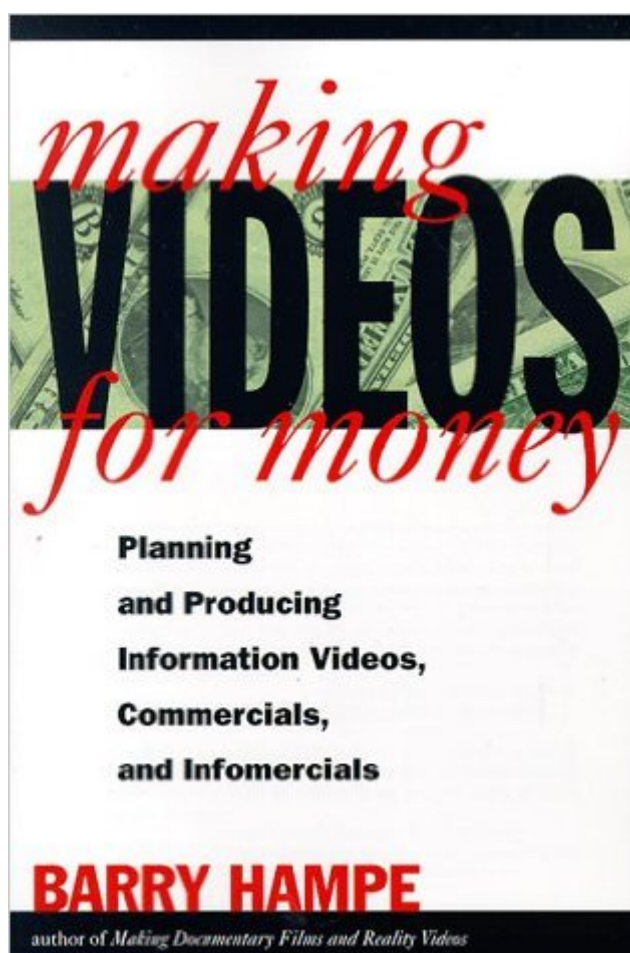


The book was found

# Making Videos For Money: Planning And Producing Information Videos, Commercials, And Infomercials



## Synopsis

Making Videos for Money is the first book on video production that looks beyond how to operate television technology and explains how to actually deal with clients and make a living. Whereas videomakers go to school to learn how to produce television programs and feature films, in truth most will spend their careers making information videos, commercials, and infomercials, for which they have had little or no preparation. Every area of video production is expanding rapidly, and with this growth has come an increased demand from businesses, government agencies, and nonprofit organizations for informed professional videomakers. Making Videos for Money provides specific, useful information on how to plan, write, direct, and complete client-sponsored videos successfully. The book can be used as a comprehensive how-to guide by newcomers or as a valuable resource for professionals facing the need to expand their business into profitable new areas. --This text refers to an out of print or unavailable edition of this title.

## Book Information

Paperback: 320 pages

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Average Customer Review: 3.5 out of 5 stars [See all reviews](#) (8 customer reviews)

Best Sellers Rank: #6,109,024 in Books (See Top 100 in Books) #93 in [Books > Humor & Entertainment > Movies > Amateur Production](#) #5213 in [Books > Humor & Entertainment > Movies > Video > Direction & Production](#) #6451 in [Books > Humor & Entertainment > Movies > Direction & Production](#)

## Customer Reviews

I borrowed, "Making Videos for Money" from the local library. Unfortunately, the book may have been incorrectly titled. Instead of, "Making Videos for Money", the book would have been better titled as just, "Making Videos". The most important part of the title, "...for Money" is not delivered as promised. The book does not provide relevant "...for money" information concerning Finding customers, Sales, and Marketing! A rather disappointing book.

This might be good for someone beginning in videography, but as a read for someone a bit further down the road, it is not quite as useful. I'd suggest checking it out at a library or seeing if it is available at a used bookstore in your area because it is not quite a good purchase at full retail. :-/

Making money is not all this book is about its a step by step in finishing your production. As always book only give info its what you do with it that matter. I work for a church and this book has help with getting the message out there.

This book is a great resource and guide for the emerging corporate video producer. The layout is easy to follow and case studies deal with real world examples. If your interested in video production as a business and already have the technical skills of shooting and editing, this book can help you round-out your skills to see the whole project.I had already worked as a production manager for a small studio producing mid-sized industrials. This book was good backup in setting up my own business.

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