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THE SIX MYTHS REGARDING... What does a video cost?

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Not a day goes by that we are not asked this question. To comprehend the answer you need to understand what a video comprises. Below we reveal the truths about costs to help you make wise decisions regarding every dollar you spend on electronic media (video).

MYTH #1. The longer the video, the more it costs. *Not necessarily true.* What you're really paying for is the time and experience of the Producer, Cameraperson and Editor, not the length of the video, which should be as long as it takes to meet your objectives. That could be 30 seconds, or much, much longer.

MYTH #2. A wedding guy is cheaper. *True, but you get what you pay for.* A wedding guy has his own gear, but simply documents the wedding day. He or she is not a storyteller, and that's absolutely what you need! Get your money's worth by finding a freelancer, with broadcast television experience, who owns his or her own gear and can satisfy your objectives by telling a compelling story to make your case. After all, it's not a video you want...it's an outcome.

MYTH #3. I can do it as well "in-house" by myself. *Unlikely, unless your objective is to shock your audience.* Yes, amateur videos can thrive on YouTube. They scare us, make us laugh, amaze us... but rarely sell us on a product, service or idea. For that you need a professional to prepare a strategy and create an entertaining story that leads the viewer to a crystal-clear next step, or call to action.

MYTH #4. It costs more for quality. *True, but you have to ask yourself, the quality of what?* The story, the images, the soundtrack, the DVD itself, the process, the actors, the style? A great video is a composite of all these things. A working image on screen with no story line or obvious action step is worthless, no matter how beautifully executed. The real test of quality is whether or not your audience is being informed, inspired and influenced to a quicker decision. So, if you mean the quality of the production to deliver on your expectations, we agree.

MYTH #5. All these different formats add to the cost. *Untrue.* Once your video is completed by VideoNet, we don't even charge you for providing it in other formats. The truth is, if you have a good DVD master, almost anyone can transfer it to any other digital format you desire. Digital is digital. Just 1's and 0's.

MYTH #6. If I reveal my real budget, I will pay more than I had to. *Wrong!* We suggest you provide a budget figure because this is how we like to work with our clients. Why? Because the client has an automatic guarantee that we will not go beyond their number. We can back into it with our services, all equipment and talent necessary. For example, with a budget of \$10,000 we can provide a concept meeting (\$500), script writing (\$1,500), two days of videotaping (at \$1,450 per day) voice-over narration (about \$500) 3 days of editing (\$3,600 total at \$150 an hour), music and graphics (\$1,000) DVD approval master, including two hours of changes (\$300), master DVD and web files required (no charge).

If you insist on an “a la carte” production, professionals charge a certain amount per day for videotaping, which includes a two-man crew and all equipment, with additional hourly charges for editing. The total cost depends on how organized you are and the complexity of your editing. A good producer should be able to give you a reliable estimate once you provide a script.

Our videos usually range from \$1,000 to \$4,000 per running minute of a final production. So, what does a video cost? Well, what does a car cost? See the dilemma? Do you want a Kia or a Rolls Royce? Both can get you where you are going. And, we are here to help you with whatever you decide.

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