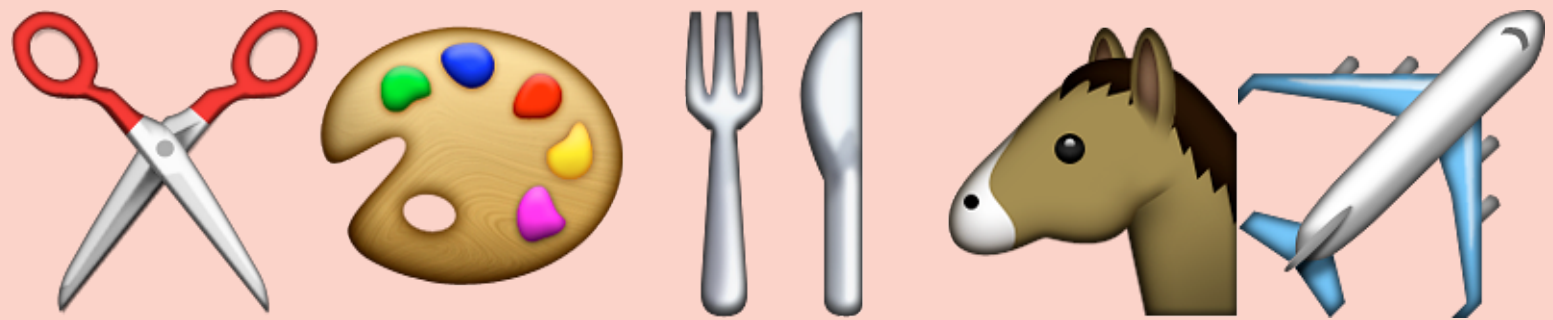




making videos that
GROW YOUR AUDIENCE

with SARAH KHANDJIAN





COLLAB WITH YOUTUBER STRAWBERRY17

@Sarah HEARTS



PERSONAL ICE CREAM CAKES



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WHY VIDEO?

THE WAY YOUR AUDIENCE
ENGAGES WITH YOU
IS CHANGING ALL THE TIME.

- Video allows you to **connect** on a level not reachable on other platforms
- Gives you the opportunity to capture someone's interest **instantly**
- Challenges you and can inspire new opportunities
- **Video beats all other forms of content**

cameras



IPHONE



GO PRO



CANON
POWERSHOTS



CANON
REBEL T6i



CANON
80D

2 must haves

TRIPOD

REMOTE



getting serious



LED LIGHTS

REFLECTORS



MIC

MY SET UP





2 CAMERAS



EDITING SOFTWARE

for your computer

MAC

- iMovie
- PRO - Final Cut Pro X

MAC + PC

- Adobe Premiere Elements 15
- PRO - Adobe Premiere



EDITING APPS

for your phone

iOS

- Videoshop - *all-in-one*
- iMovie - *easy editing*
- VidLab - *great for type & music*

ANDROID

- Videoshop - *all-in-one*
- PowerDirector Video Editor

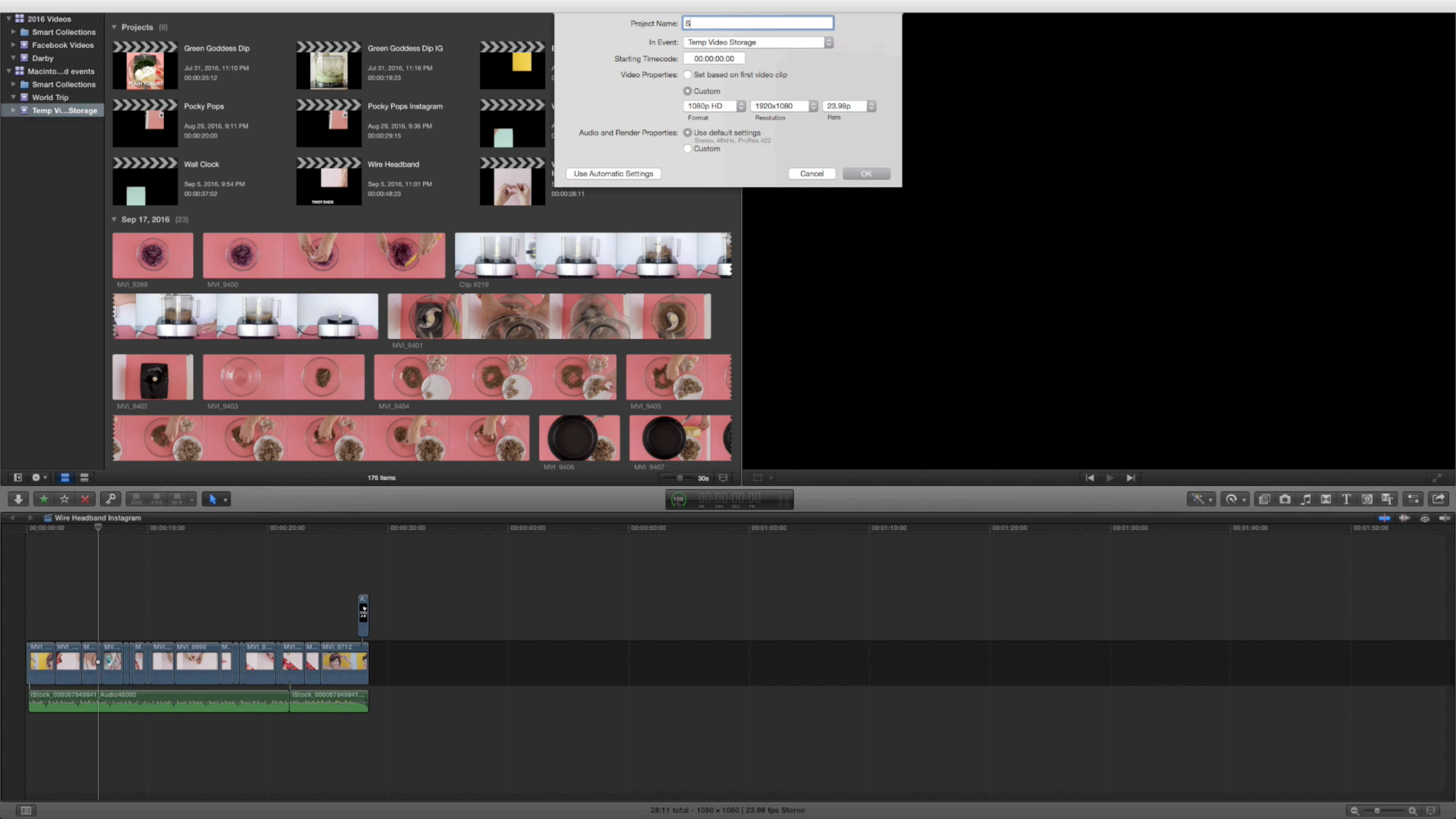


let's **MAKE A VIDEO!**



EDITING WORKFLOW

in final cut pro x



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I MADE A VIDEO
...NOW WHAT?



YOUTUBE vs FACEBOOK

- You can earn ad revenue
 - Great for **longer** videos
 - Audience wants to see YOU
 - Google search results
- Can instantly create photo slideshows
 - Great for **shorter** videos
 - Built for sharing content
 - Best way to grow your page

A decorative header featuring a dense pattern of small, colorful dots in shades of teal, yellow, pink, and light blue, scattered across a light peach background.

MORE PLACES TO SHARE & CREATE

- Embed videos directly on your blog or site
- Instagram
- Instagram Stories & Snapchat
- Pinterest - pin YouTube & Vimeo videos
- DARBY - can shoot and edit in app

- ☒ Equipment
- ☒ Editing basics
- ☒ Workflow overview
- ☐ Hands on editing lessons in Final Cut X
- ☐ DSLR shooting tips and tricks
- ☐ Styling and getting the shot
- ☐ Uploading & sharing: maximizing your reach on YouTube & Facebook



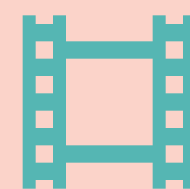
LET'S K.I.T.



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MAKE VIDEOS.



EVERYDAY.

