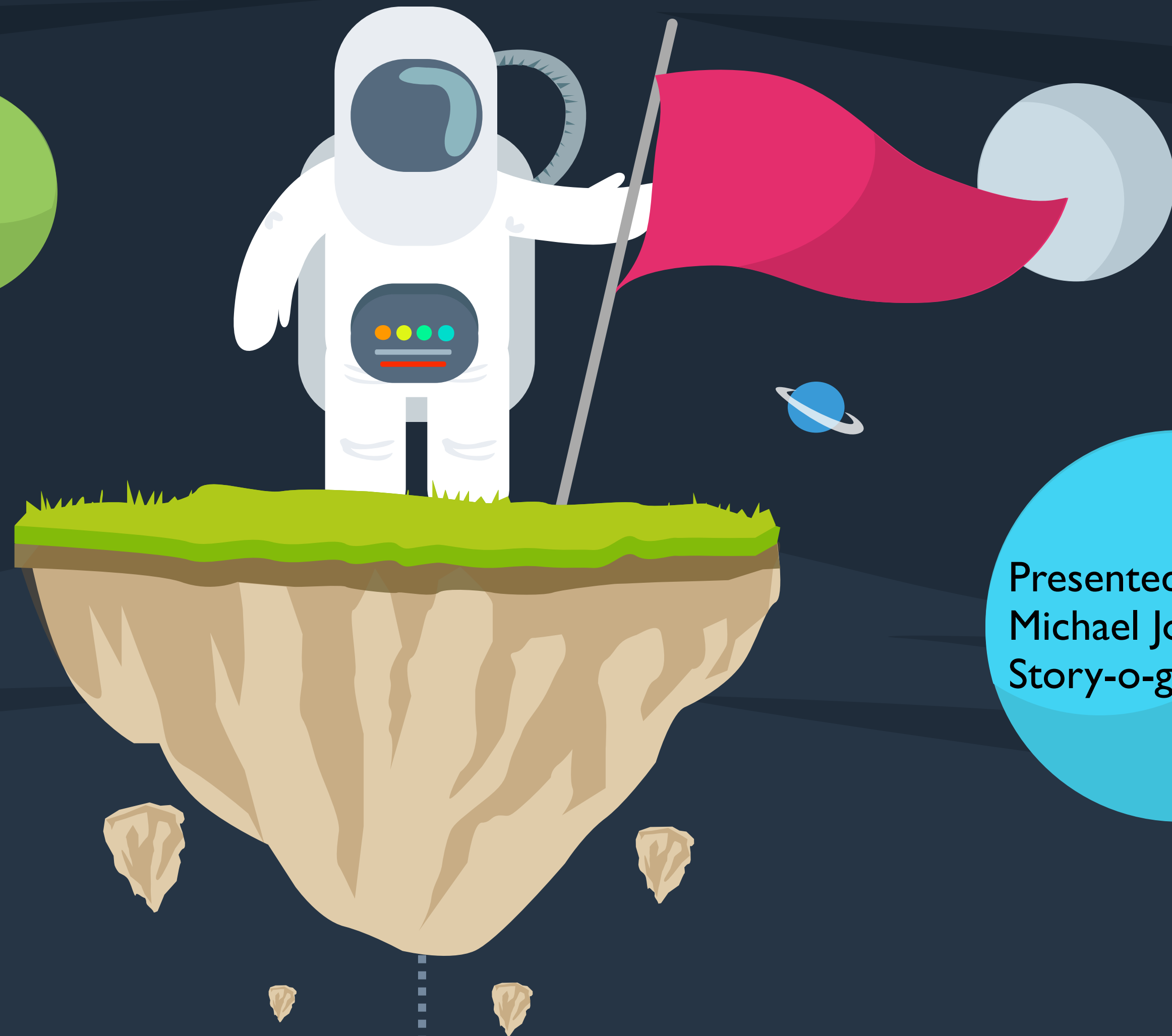


Story-o-graphy: The art of using video stories as marketing fuel.



Presented by:
Michael John Stanley
Story-o-grapher

The Importance of Video...



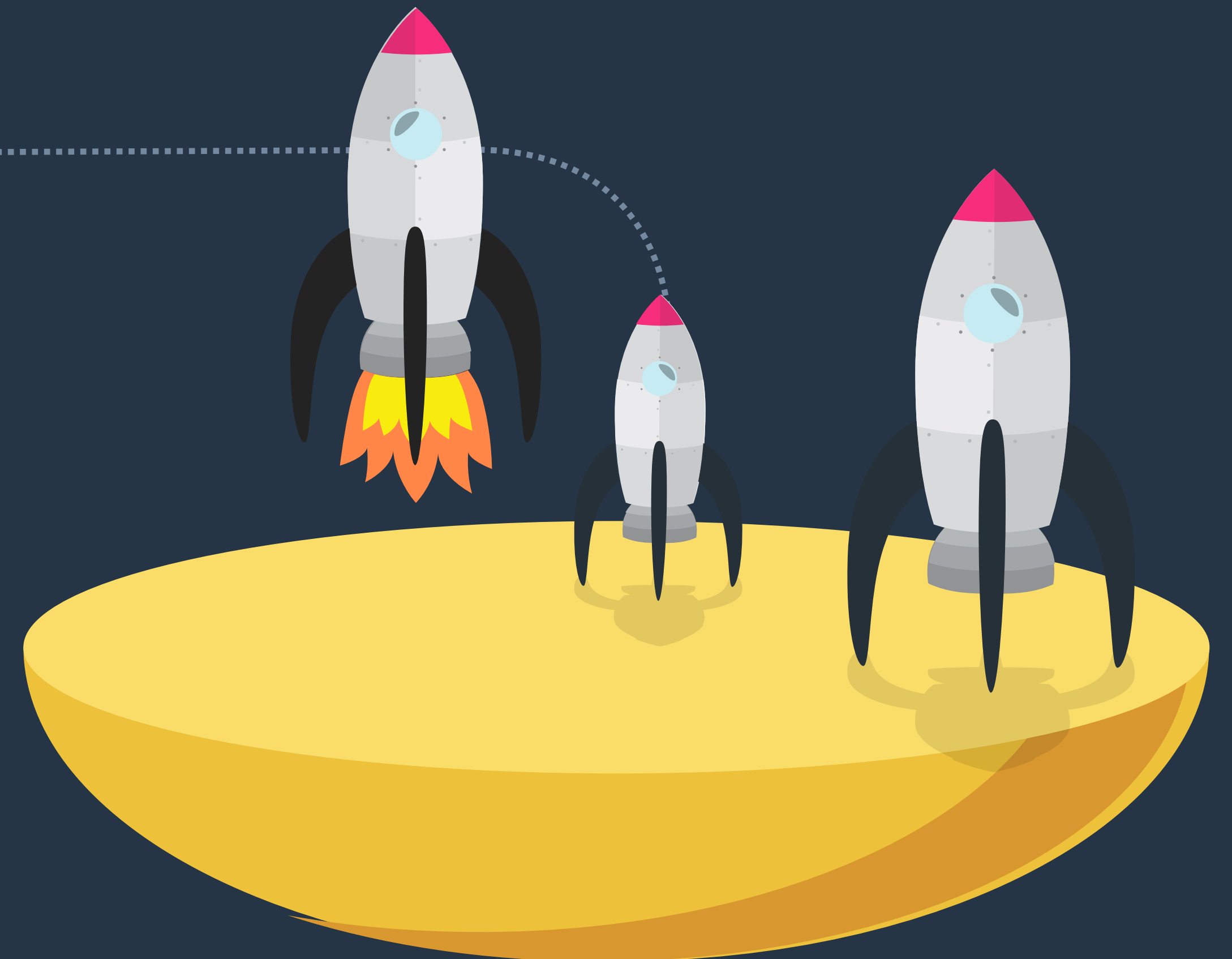
People Watch Video

4.4min

According to a recent report by ComScore, the average length we watch a video online is now up to 4.4 minutes.

Ongoing Sales Tool

Story driven video content can be used over and over again on a variety of platforms including including Social Media, Fundraising and Special Events.



The Importance of Story...

Not Pitchy

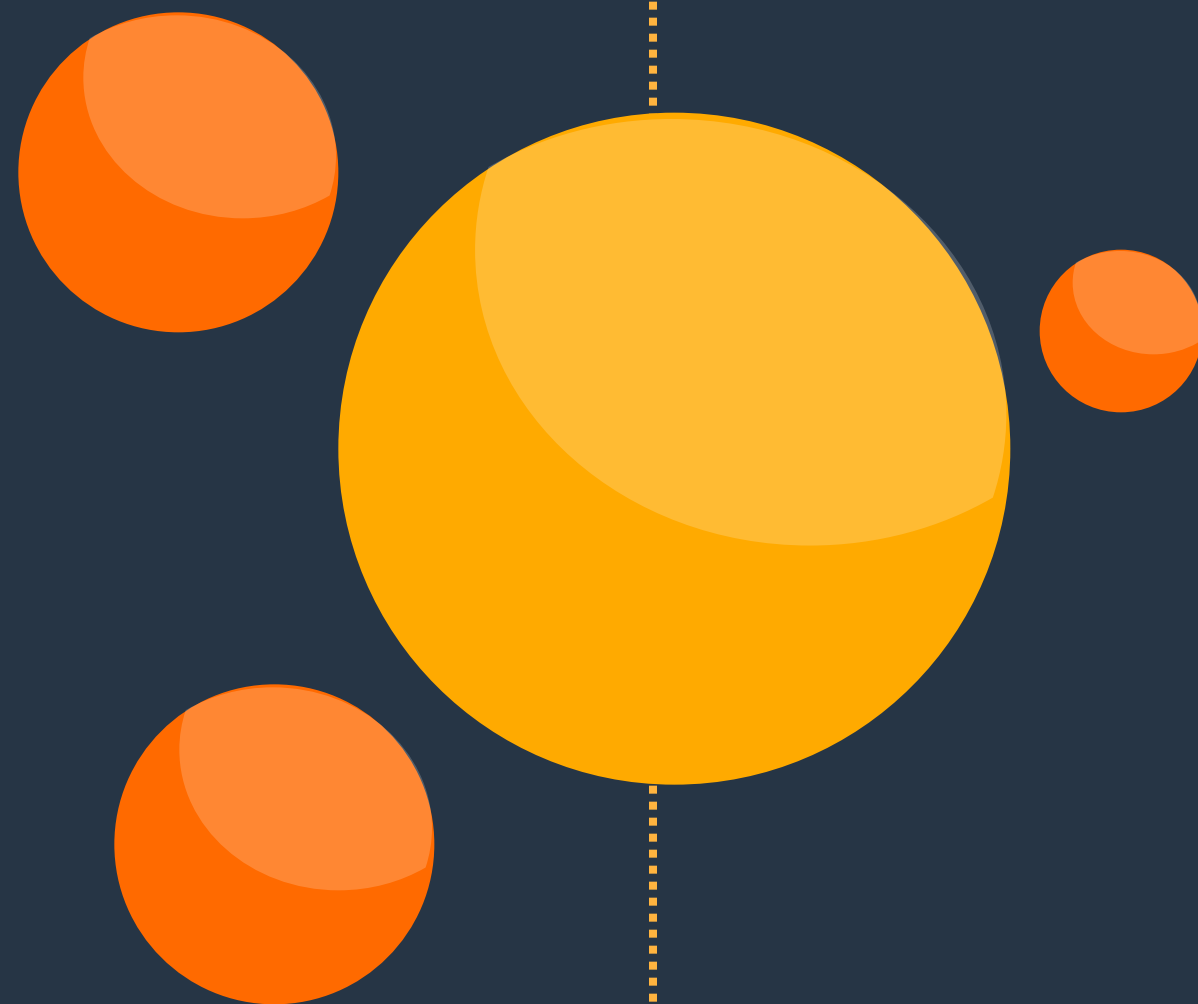
Authentically showcases your organizations personality (not a sales pitch)

Adds Emotion

Enables people to feel the essence of your mission being accomplished

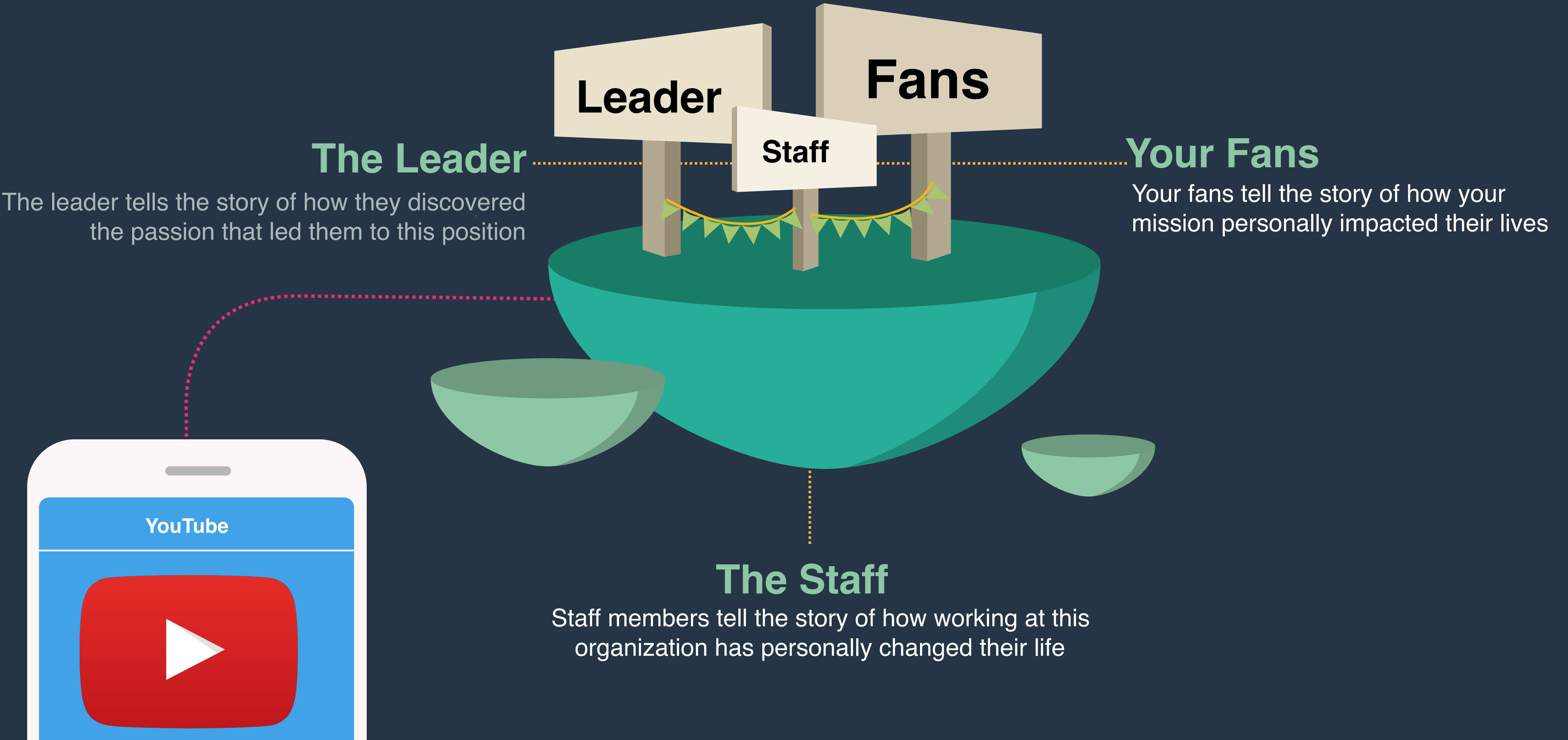
Empowers Your Team

Helps your staff to know what it is they are fighting for.

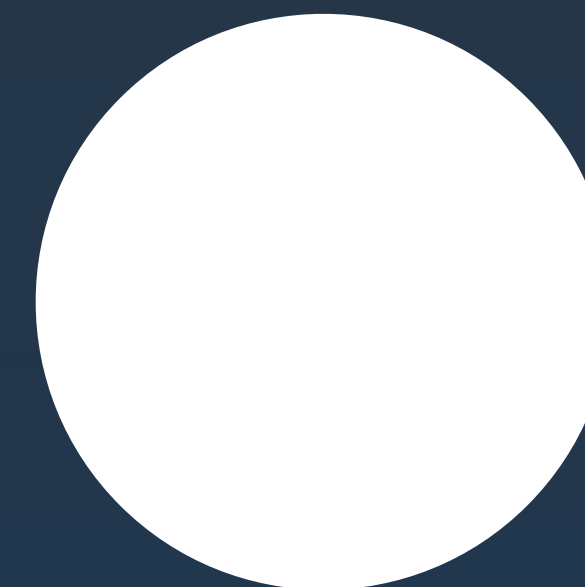


The Big Three...

There are three basic stories for any organization



The Essentials...



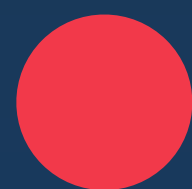
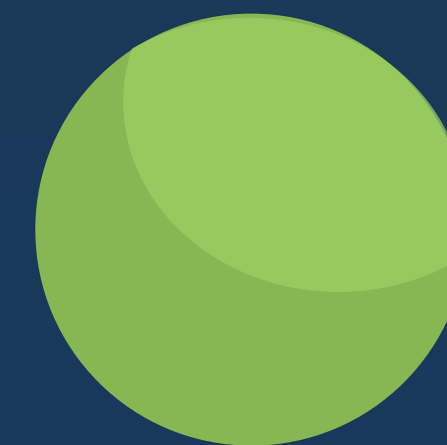
iPhone 8

Ozmo 2



Tripod

Light



8GB RAM

Locating the Story...

Ask Around

Who do you know that has a story to tell? Most people don't think their story is compelling unless someone else acknowledges it.

Build a Relationship

Once you locate a potential story, spend some time and get to know them as best you can.

Give them Notice

Tell them you would to capture their story on camera at a time. No script is required.



Capturing the Story

- Prepare a quiet location
- Lighting
- Rule of thirds
- Capture Cutaway Shots



Pre-Capture

- Who are you?
- What Happened?
- When did this happen?
- How did it change you life?



Three Story Phases

- The Before Picture / Setting
- The Story / Main Event
- The After Picture / Life Since

Let's Try it!