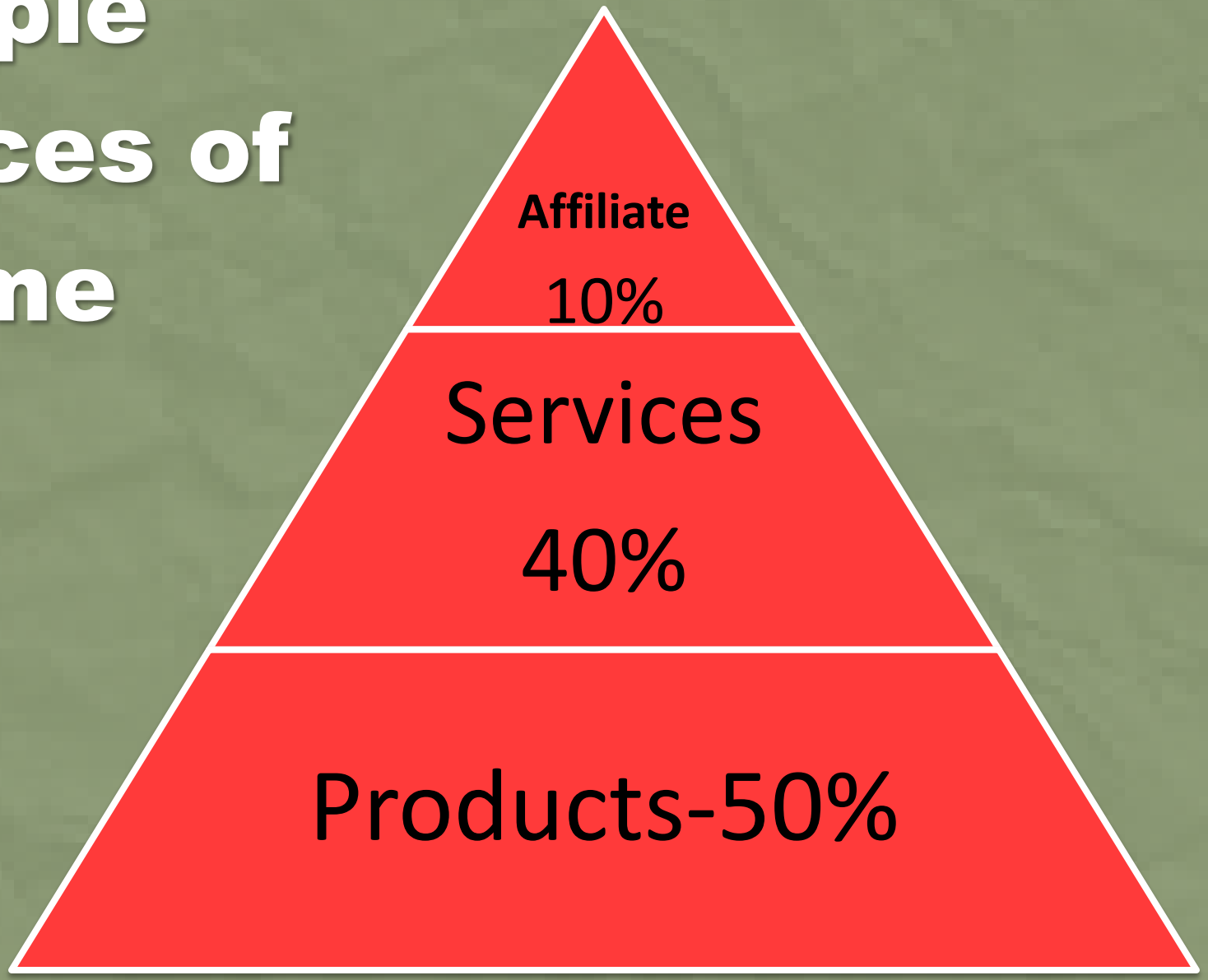
A Career in Screencasting

How to Earn a Living in this Creative and Profitable Field

Meet your Instructors

Multiple Sources of Income



Services

Become

Blog posts

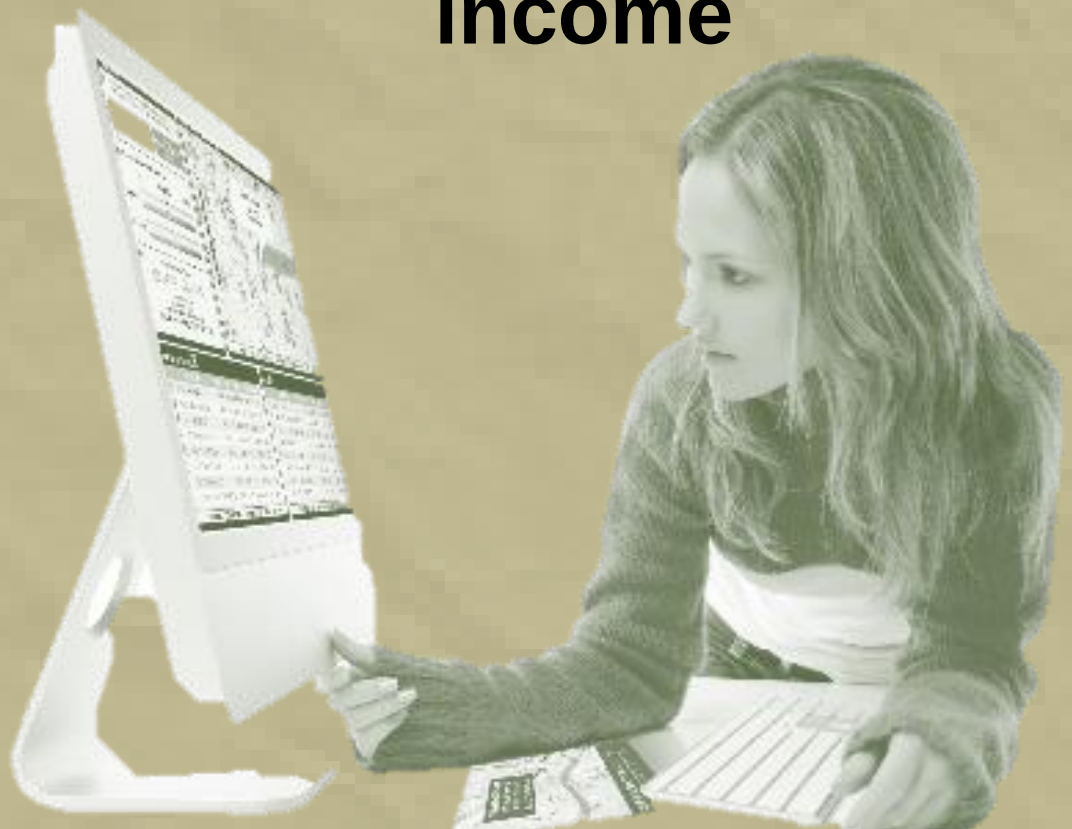
Demos for webinars

Products

Our goal for this course is that by the end of these four Lessons you'll be able to add:

Screencasting Services

as an additional (or full time) source of income



What to Expect

Lesson 1: Setting up your Business

Lesson 2: Screencasting Tools

Lesson 3: Creating your Project Plan

Lesson 4: Marketing and Portfolio

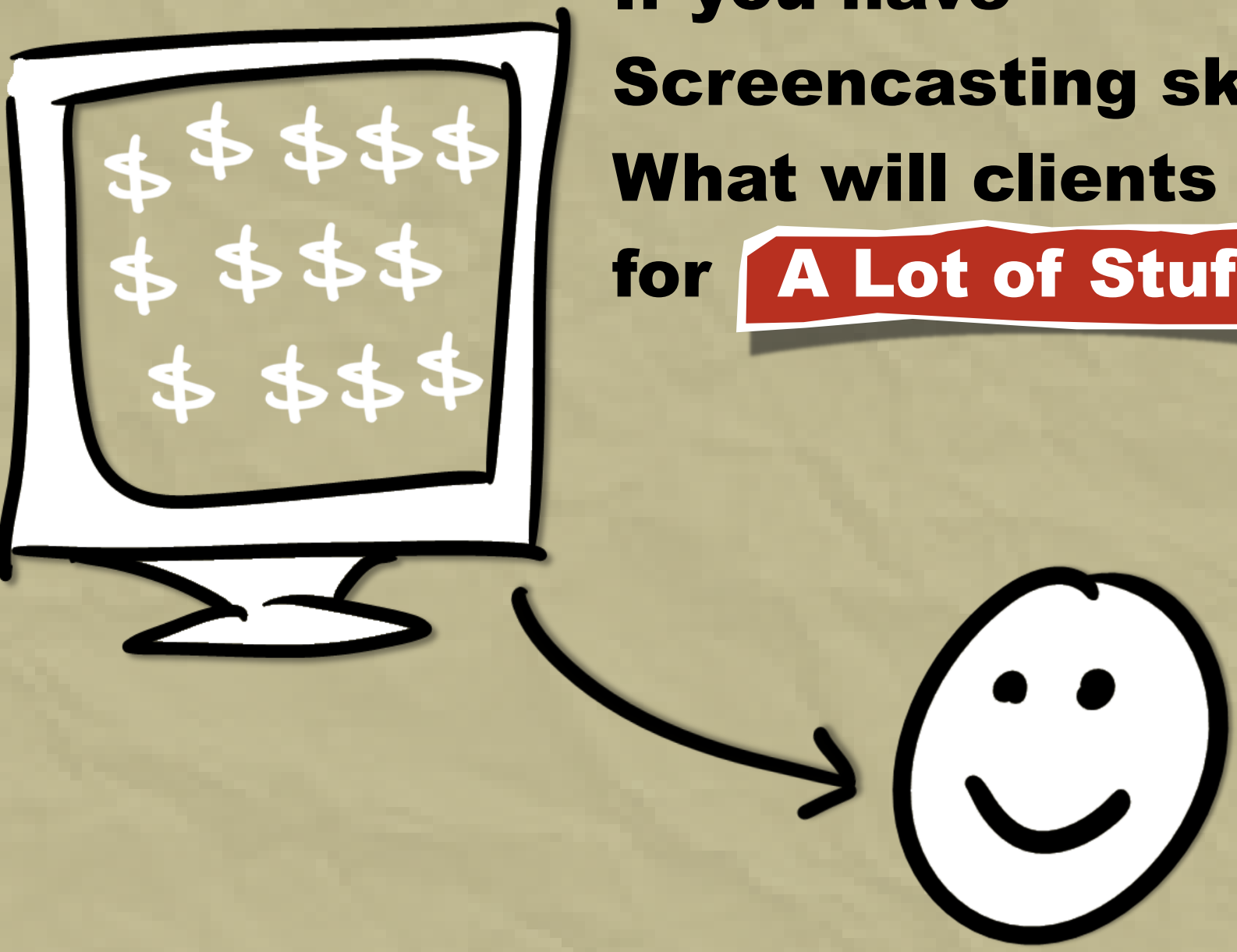
Lesson 1

Setting up your Screencasting Business

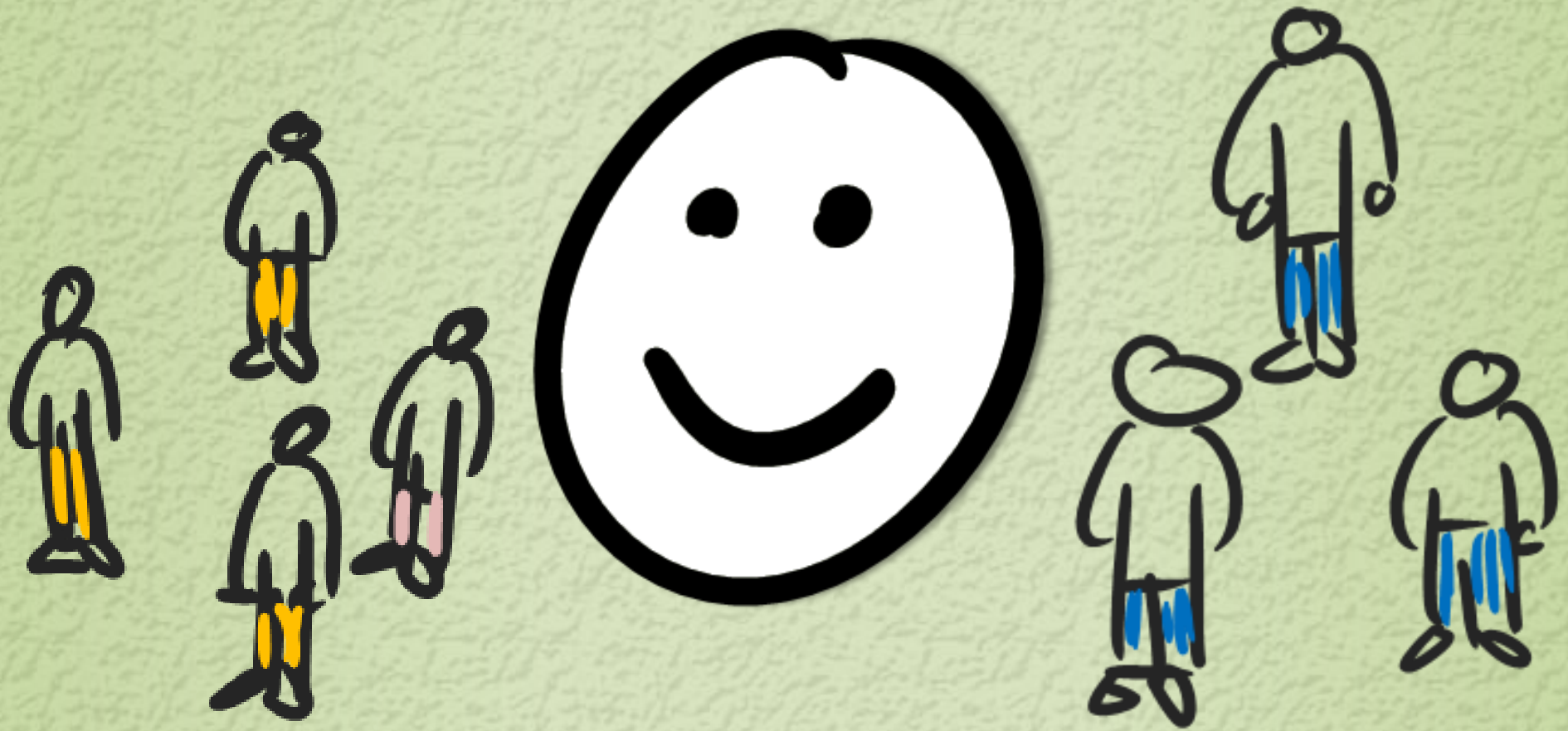
Have you offered any paid services online?

What are they?

If you have
Screencasting skills
What will clients pay
for **A Lot of Stuff!**



Right now, there are **hundreds** of potential Clients out there that need your help



Who's viewed your profile

Get more insights with a premium account
Learn more

Upgrade

Carole DEBONT 1st
Marketing Manager - Easy WebContent, inc.
Frederick, Maryland • Internet
1 shared connection • 2 days ago

Message

John Morgan 1st
Project Manager at General Dynamics C4 Systems
Augusta, Georgia • Defense & Space
2 shared connections • 3 days ago

Message

Erin Douglas
Sales Associate at Macy's
New York, New York • Retail
1 week ago

Send inMail

David Borsh 3rd
Global Messaging and Mobility Engineer
Canton, Michigan • Automotive
1 week ago

Connect

Trends Last 90 days

How often people viewed you

102 profile views

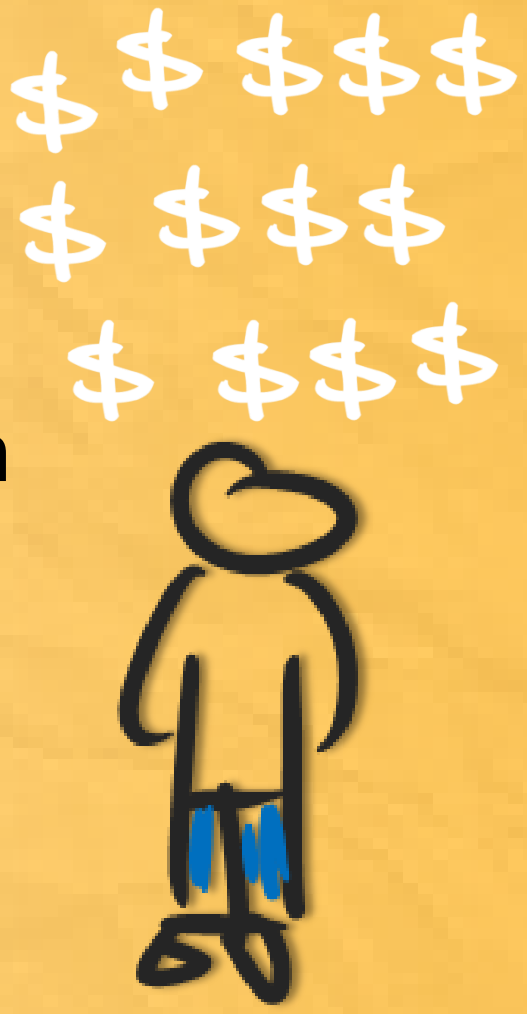
How many times you appeared in LinkedIn Search

417 ▼ -38% weekly change

Here is What you Can do for Clients

- Create Tutorials and Software Demos
- Create Marketing and Sales Videos
- Record and Edit Webinars
- Repurpose audios, seminars, blog posts and reports into videos and also reverse
- Put video clips on YouTube
- Coaching and Consulting

Earning Potential



According to my research the fees charged range from an hourly of $75-$200 or a per minute charge of $75-$10,000

Question

Q-Who has been in an offline service business?

Your First Client Meeting

Will you be prepared?

Meeting Schedule

Meeting Schedule and questions for short on-off marketing videos or software demos

Meeting	How Long	What for
Initial Consultation-Free	30 Min	Determine if the client and I are a good "fit" and client should describe the project, but not go into too many details. This is just to find out if I have the skill necessary to do the work and if I am interested in taking on the project. Discuss Rates, when they need the video done by and our schedules At this point I may ask for a few hours to get me started or I may just give an estimate with requests for payment along the way as deliverables are sent. This depends on if they only want

Writing a Proposal

Sample Questions	Sample Answers
Who is the course for?	Power linemen – men
How long have they been with the company?	10-25 years, "old" hands
What do they know about the topic?	Some already have extensive troubleshooting experience on the topic
Is the training for all (insert job name)?	Only those who need to learn trouble shooting skills.
How will you determine who needs it?	Those assigned to the Pierce County Dam project.
How many people? Locations?	About 45 in 4 field offices and corporate HQ
Is training compulsory or voluntary?	Compulsory – monitored by supervisors
What pre-requisites do they need?	Journeyman lineman ticket, pole-top rescue
In what settings will they use this training?	On a pole or in a bucket around energized lines
Any critical topics to include?	Safety around power lines

Writing the Proposal

Sample #1

Webinar Proposal Beyond B-School	
Project Description & Objectives:	
Project Name:	Beyond B-School 3 Month Webinar Project
Project Manager:	Michelle Schoen
Project Sponsor:	Roy Young Michael Goodman
Statement of Work	Beyond B-School is an organization that wishes to introduce their product and services to career counselors and Business Schools. The best and most cost efficient way to do this is via live webinars which will be held monthly over a 3 month period starting in January 2013. They would like to have this process overseen by someone who has a lot of experience running and managing the full process to make sure that everything runs smoothly.
Targeted Learners:	The audience for this project is career counseling decision makers at schools offering MBA programs.
Goal of the Webinars:	The webinars will be a source of warm leads which can then be nurtured and sold the company's products and services. They will also be the first step in building a relationship of know- like-trust between the attendees and Beyond B-School.

Writing the Proposal

Sample #2

Compass Technology Software Demos	
Project Description & Objectives:	
Course Name/ID:	Kwik Loan
Lead Course Developer:	Michelle Schoen
Project Manager:	Sherean Malekzadeh Allen – New Thought Marketing
Project Sponsor:	Reggie Britt-Compass Technologies
Purpose/Background:	The purpose of this project is to create 5 software demos to discuss the benefits and features of Kwik Loan.
Targeted Market:	Potential customers of Kwik Loan
Objectives:	Discontinue live demos and allow the target market to learn about the software in the convenience of their location on their own schedule.
Project Deliverables:	
Scope Of This Project:	Five narrated, online demos estimated at 3-5 minutes each in duration and consisting of • Title screens with music • Graphical intro screens and graphics inserted where needed. • 3-5 screen recordings • Outro screen with music and clickable link • Enhancements include arrows, text over demo, zooms, highlights, hotlinks • Deliver in additional formats (IPAD, IPOD)

How to come up with a Price

Change Orders

If the scope of your project changes (in either size or complexity) from our original agreement, you owe me more money.

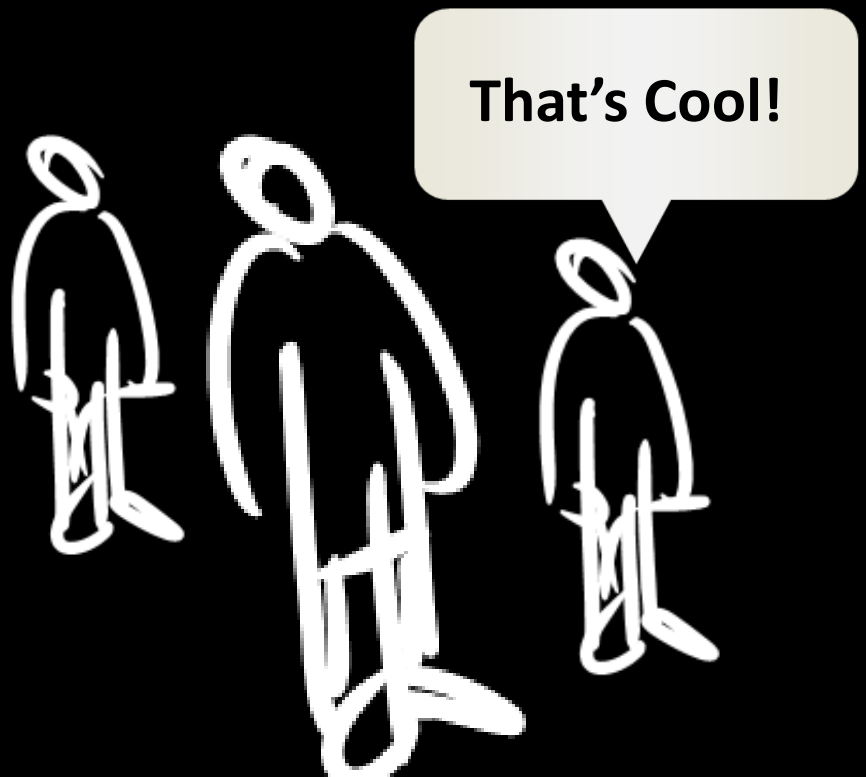
You Might be Surprised to Learn

(I've only met 1 out of every 20 clients I've had over the years)

How you will work with your clients

Screencast.com
Dropbox
Google Drive

Sharing Video Iterations



Good Ole Gmail

Sending Status Reports

Let's go do something!
Take Action

Q&A