

A Career in Screencasting

**How to Earn a Living in this Creative
and Profitable Field**

Meet your Instructors




Last Week You Learned...

- 1: Your \$500,000 Production Studio**
- 2: Screencasting Software Programs**
- 3: Profit Producing Resources**

Lesson 3

Managing Your Project

**Project Plans and Other Important
Documents**



**Why do we need
all this
paperwork?**

Tracking and Communication Documents

- Meeting Agendas and Initiation Checklists
- Project Info Sheets
- Project Plan
- Status Reports
- Hours Tracking

Tracking and Communication

Why?

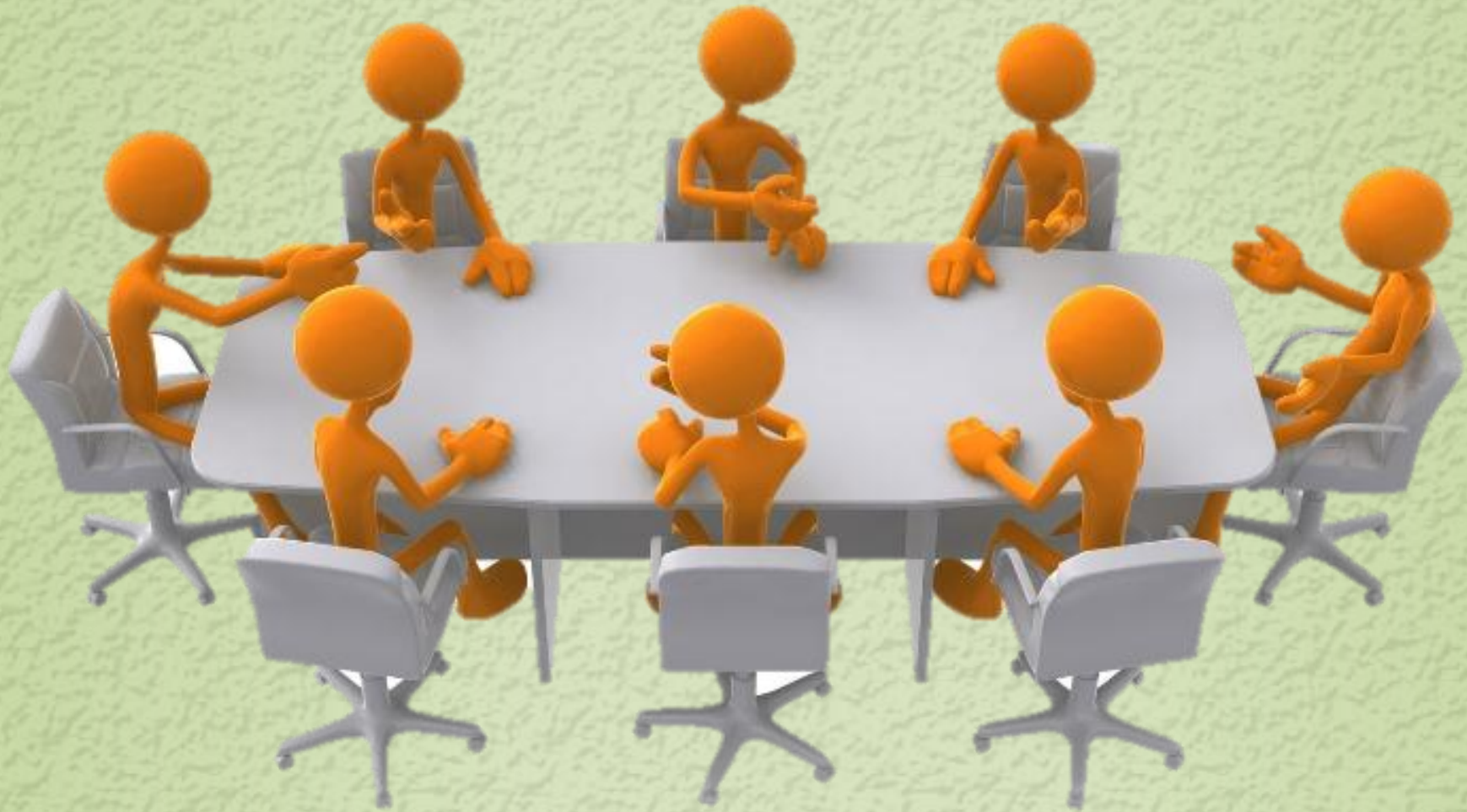


Document Scope
change

Everyone on same
page

Review for next
project

Running Meetings Smoothly



Meetings Need an Agenda

MEETING AGENDA



Sales Demo Project Kick-off Meeting

FACILITATOR	Nicole Smith
DATE	October 17, 2011
TIME	2:00 pm – 3:00 pm EST
LOCATION	Conference Call
ATTENDEES	Nicole Smith, Reggie Britt, Sim Wong, Sherean Malekzadeh Allen, Michelle Schoen
DIAL-IN URL	https://www1.gotomeeting.com/join/172789752
DIAL-IN #	+1 (630) 869-1010
ACCESS CODE	172-789-752

Agenda Topics

TOPICS	<ul style="list-style-type: none">• Introductions• Project Overview<ul style="list-style-type: none">○ Discuss approach and style○ Define and confirm the scope of the project and timeline• Roles & Responsibilities• Getting Started<ul style="list-style-type: none">○ Create Scripts○ Create Storyboard○ Submit Materials (<i>Photos, Logo, Slogans, Marketing materials, Footage, Notes</i>)
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High Level Project Info

Links and Project Info

People

Skeeter:skeeter100000@gmail.com (Phone: [813-928-1963](tel:813-928-1963))

Brian Hedgepath: Brian.Hedgepeth@getebs.com (Phone: [941-779-5592](tel:941-779-5592))

Michelle Schoen: CamtasiaTrainer@gmail.com (Phone: 678-469-0428)

Jim Duty: jim.duty@getebs.com (Phone: 303-888-0771)

Peggy Torbet - accounting ptorbet@getebs.com(Phone: 303-991-3500)

Current Websites

www.getebs.com

www.ebstime.com

Why Use a Project Plan?

- Looks more professional to the client
- Helps remind you of what task comes next
- Helps control the quality of the project
- Let's your client know when you'll be done with phases and final project
- Can keep you on track with hours and expenses if there is a budget

Project Plans

Project Plan for Tutorial Videos

Pay Suite-Earning, deduction and tax codes (TED)

Tutorial #1 Tax Codes

Task	Who	Completed by	Notes
Topic-Tax Codes			
Use documentation to create script for Tax Codes (1-10 minutes long)	<u>Skeeter</u>	4/24- Done	
Review Script for correct flow (Attention, Relevance, Objective, teach, practice, summarize)	Michelle	4/25-Done	
Create Storyboard with action on screen	<u>Skeeter</u>	4/26-Done	
Client reviews Storyboard	Jim	5/27-In progress	
Create <u>Screencapture</u> video (Use Best practices) Be sure sample data is ready to enter	<u>Skeeter</u>	5/3-In progress	
Create narration and edit in Audacity	John	5/6	

Project Plans

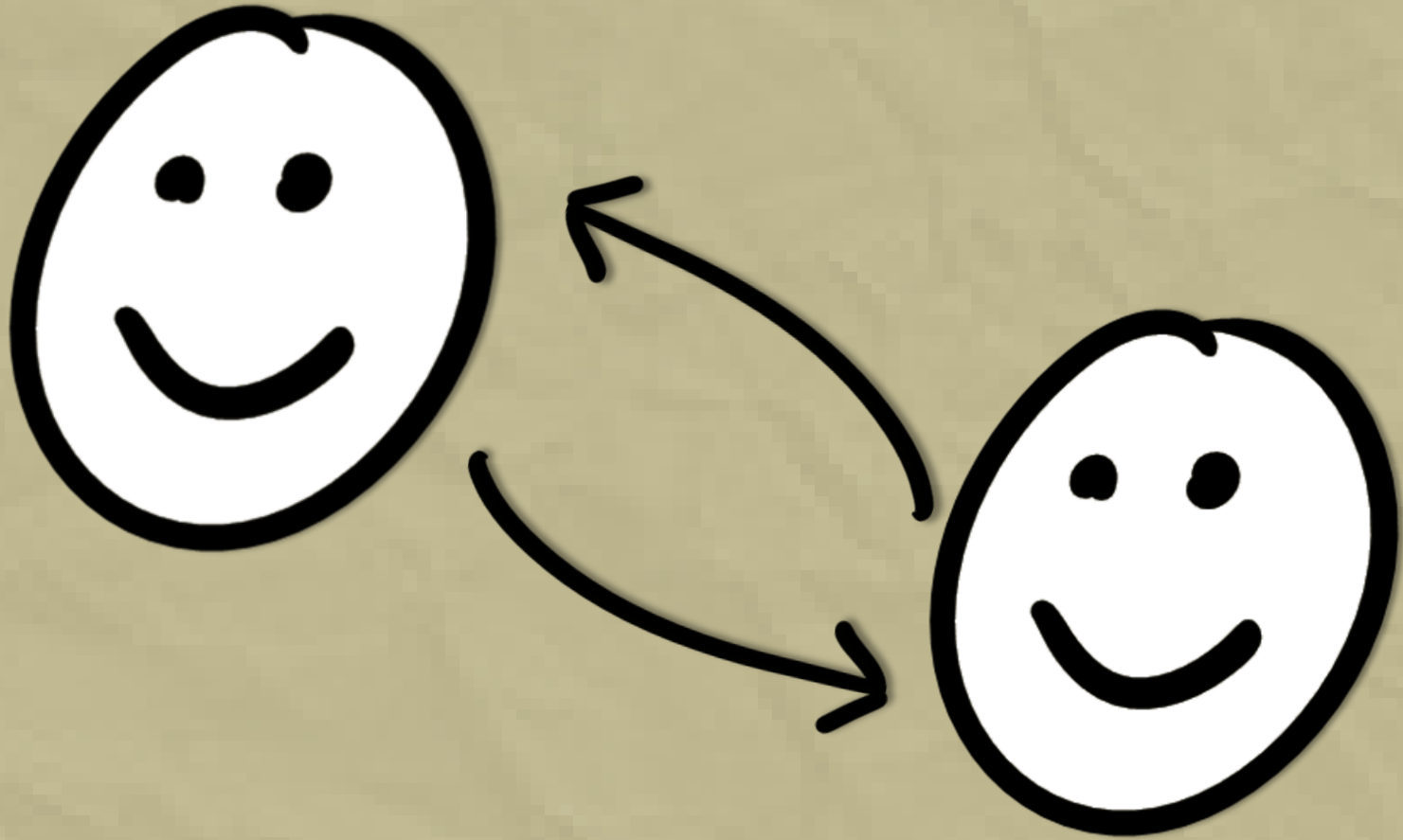
Project Plan for Marketing Video

Completed by June 1



Task	Who	Complete by
Determine -what do you want to communicate with your video and what is call to action		Done
Develop Script (1-3 minutes long)	Brian	4/19-Done
Create Storyboard	Brian	4/23-Done
Collect images needed	Michelle or Brian	4/24-Done
Create slides in PowerPoint	Brian	4/30-Done
Add animation	Brian	5/8 Done
Create <u>Screencapture</u> video (optional)	Brian or <u>Skeeter</u>	Not needed
Create any Full motion video of Jim (optional)	Brian and Jim	Not needed
Add narration and Save as Video	John	5/10-Done
Client reviews	Jim	5/10 Done
Custom Intro/outro	Brian/ <u>Fivver</u>	5/25 Waiting
New Narration	Michelle or <u>Fivver</u>	5/25 Waiting
Convert PowerPoint to MP4		
Upload to Hosting service and embed into website		

Good communication=Happy Clients



Sending Status Reports

Jim,

Just a quick update....

Marketing Video- I have attached the Marketing Project Plan so you can see exactly where we are. Currently Brian is working on gathering the images for the PowerPoint files I just sent him an e-mail to see if he is finished. Once completed he will add some animation. Looks like we are **right on schedule** with this project.

Tutorial video #1-This project is **also on schedule**. The Storyboard is complete and Skeeter is starting to do her recordings. I just met with John to teach him how to do the narration and add it to our Dropbox. If we continue on Schedule Skeeter will be **done with the recordings** by Friday. John is sitting in on future training sessions so he can help Skeeter if you want to escalate the production of the tutorials.

See my hours below. So far I have put in **9.5 hours**. If you are happy with our progress and you wish me to continue let me know and I will invoice for another retainer-same as last time. Talk to you soon...

Date	Hours	Notes
4/11	1.5	Initial Meeting- Kickoff
4/16	1.5 hr	Create Project Plan
4/17	1 hr	Meeting with <u>Skeeter</u> (roles and <u>responsibilities</u>)
4/18	1 hr	Meeting with Jim and Skeeter (Project plan/Scope)

Tracking your Hours

Given Imaging Proposed Project Hours

Task	Projected Hours	Actual Hours (week 1)	Actual Hours (week 2)	Actual Hours (week 3)
Review and organize content	5			
High Level Design/Script	5			
Create Master PowerPoint template with Styles for Title Screens (music), Topic, Summary, Standard fonts & colors	3			
Record/edit demos	15			
Graphics and animation	7			
Sync up narration to demos	10			
Usability/Revisions	7			
Produce and upload to server	3			
Communication: i.e	5			

Invoicing

PayPal

My Account

Send Money

Request Money

Merchant Services

Products & Services

Solutions

Industries

Partners

Resource Center

Merchant Services

However you do business, PayPal gets you paid. Explore all you can do with your account b

Features you can use right now

Buy Now

Add to Cart

Subscribe

Create payment buttons for your website



Send invoices online for fast payment

NEW



Swipe cards on your mobile phone



Access your money instantly
PayPal Debit Card

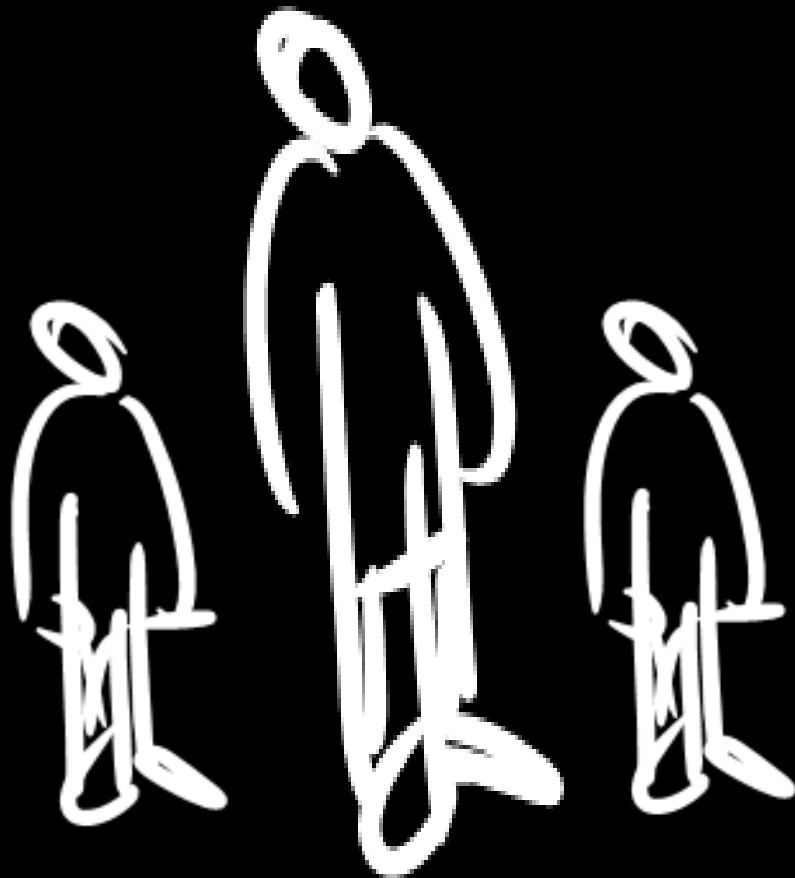
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Build a
presen
Create

Tools

- [My](#)
- [Pro](#)
- [Man](#)
- [Man](#)
- [Cus](#)
- [Get](#)
- [Adv](#)

Q & A

The Next Session will Cover



***Getting Jobs
and Creating
your Portfolio***