

# A Webcasting Business Plan For Videographers

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As an entrepreneur, you want to grow your business. Currently you are competing with all the other videographers for the same pool of customers. One way to grow the business is to add a new product that complements your current products. It's also beneficial if you don't have to spend money on capital investments. So if you want to see your business grow, then you need to start webcasting now before your competition does.

Webcasting provides a brand NEW pool of customers that don't even know that they are going to be customers yet! That's right, most of your clients haven't even thought about webcasting their events yet.

The basic description of a webcast is: "an internet broadcast of an event". This allows folks who cannot attend an event in person to be spectators of the event by watching it on their computers, live, at home.

A regional or national event is the perfect example of a "webcastable" event because many people would like to be there, but travel, time or expense prohibits them from attending in person. A webcast gives them an opportunity to see their kids, family or friends at tournament or show.

Even "local" competitions or recitals are potential webcast opportunities if there are limitations at the venue, like insufficient seating capacity or handicapped inaccessible seating. If schedule conflicts are the issue, webcasting solves the problem by allowing On-Demand Viewing.

## **Webcasting is NEW!**

You may say that it's been around for some time, but it's only been available to the masses since cable and fiber internet connectivity increased their internet connection speed. Before then, most people only had dial-up or DSL, neither of which were sufficient to watch a webcast. Now is the time for you to get on board.

## **How Do I Make Money?**

Webcasting is a natural add-on to your existing videography business because every webcast starts with a video. When you meet with your client, suggest the possibility of webcasting their event. You make money by charging potential viewers a subscription fee to watch the event. We call this Pay-Per-View (PPV). If your client doesn't want to charge their viewers, then you can pay \$1.00 per viewer hour plus a \$25 setup fee per event. Also, there is no capital investment required since you already have all of the equipment you need to webcast.

## **Here are the Services You Can Offer**

**Webcasting** – A LIVE broadcast over the internet to subscribers who want to watch the event on their computer while the event is occurring, live.

**On-Demand** – If subscribers cannot watch the original webcast live, then it can be seen after the LIVE event is over, as frequently as they wish, within the next 60 days.

### **The eTicket Office**

Our eTicket Office is the website gateway that allows the subscribers to pay for and watch their event. This specialized gateway allows you to customize pricing packages for an event, so that your subscribers only pay for the portions they wish to watch.

## **How to Package your Event**

Here's an example of a swimming meet that could be packaged into the following categories:

\$75 View all activities, all 4 days

\$25 View just 1 day

\$15 View just a half day

All the sessions can be custom packaged to accommodate your client's needs.

### **More opportunity:**

Most of the organizations that we've contacted have not even thought about webcasting their event! The conclusion we can draw is that what we in the industry take for granted, the general population is just now learning. Even when we talk to people who worked in the tech industry who already know about webcasting, when it came to their own child's competition or show, they never even thought about a webcast.

This simply proves that the webcast industry is in its infancy and is ready for you to take the initiative. So here you are on ground floor of an opportunity, and that sound you hear is opportunity knocking. Every webcast starts with a video, and that's where you come in. As a videographer, we can help you add profit to your bottom line.

## Business Opportunities:

Did you know that throughout the country . . . . .

- there are more than 2,000 barbershop singing shows held every year?
- there are hundreds of kid's competitions like gymnastics & swimming, held annually?
- there are 4 major quilting shows with 20,000+ attending annually? (That usually means that there are thousands more at home that could watch.)
- there are marching band contests right in your backyard?
- there are thousands of regional soccer tournaments held every year?

There was an 8 day national synchronized swimming competition with over 600 participants, held in a major city this summer. None of the videographers that we contacted knew anything about it, and it was right in their backyard!

The take home message here is that there are tons of events being held, some right in your backyard that you may not know exist.

As an entrepreneur, you could contact the owners of the shows, tournaments, games, etc. What we do is provide the "back-end" for the webcast. The entire process is completely automated. We recommend the software, we provide the *eTicket Office* and we provide the distribution network. All you do is point-and-shoot.

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## **How do I get new clients?**

Remember, - Every webcast starts with a video. You already have a pretty good idea of what it takes to get new clients. So here are some ideas you can use to expand your videography business offerings.

Google or Bing may be your most valuable tool. Remember, you are trying to find out about any and all tournaments, athletic meets, shows, or associations. A recent search for association meetings in Washington DC turned up the American Guild of Organists meeting. They have 25,000 members!!! Who knew? More importantly, how many of them at home would have paid \$25 to watch some of the activities going on? Those are the types of things that are out there as yet untouched because nobody has thought to contact them. Now you know. Get'em while you can because soon, some of the 3,000 videographers that we are contacting will certainly be doing this. It's now or never.

Once you identify a lead, go to their website. Mine the site for all of the pertinent information that you will need to help you decide whether or not this is a contact that is worth pursuing.

For example, try to find out how many members they have. This will give you an indication of what the potential webcast audience may be.

Next look for the list of staff and officers. Here is where you will decide who the best person to contact is. Remember, it is always best to get to the decision maker, but there are times when going through a staff person is the best way to get to that person. This way you have someone in the organization that is already on your side.

Another item to look for is the schedule of events. Here you will see the dates and locations of their upcoming events.

When making your first contact, it's best to remember that old axiom about "you only get one chance to make a first impression". In that regard, make sure that you are prepared to answer any questions about PPV webcasting.

Mainly they want to know how it works. Here you will need to be able to explain how a webcast can be presented to their members, and how it can be priced.

Videographers have a wide range of backgrounds. Some have formal training or experience, some may not. [Click here to view a Basic Sales module](#) that is intended to fill in the gap of sales experience for those who have no formal training and would like to learn.

## How do I know what to charge?

If your client wants the event to be Pay-Per-View, you simply decide how much to charge for each type of subscription. CSW's charge is simply 35% of the gross, with a \$5 minimum ticket price. Subscription fee usually run about \$25 for a 3-hour event. Out of this we pay the credit card processing fees, the eTicket Office, the internet distribution costs, and you retain 65% of the subscription income. All sales are handled through the eTicket Office. You may choose to split your portion of the income with your client, or not. Either way, it's your business decision.

Here's an example:

Suppose you are shooting a national soccer tournament. There are 50 teams, each with 20 players, total of 1,000 players coming from all over the US. The organizing body, your client, would like to webcast it so that the parents who cannot be there can still see their kids in action. They can subscribe by the game, by the day, or by the whole tournament and pay according to the schedule you set up.

### **Assumptions:**

10% of the players have friends or family that want to watch back home

Then: You will have 100 subscribers.  $(1,000 \times 10\% = 100)$

You set the rate at \$25 per viewer, per game

They watch 2 games because the participant plays at least 2 games

Income =  $100 \times 2 \text{ games} \times \$25 = \$5,000$

Net Income = **\$3,250**. ( $\$5,000$ , less the CSW fee of  $\$1,750$ )

## What do I do now?

Go to the "Become a Member" link, enter your information into the form, read the Terms & Conditions, then click on the "I Agree" button. You will automatically receive a Member ID (MID) number via email and have unlimited access to the Webcast gateway.

Go to the DEMO and set up an actual webcast. You can stream it live or use a recording that you already have. Then using your demo eTicket number, tune-in and watch it. You'll be surprised at how easy it is to setup, and can experience what your subscribers will see.

Once you have a webcast client, sign in to the Members section of our website, then simply fill out the "*My Events List*". This form begins the process to help you set up the eTicket Office properly.