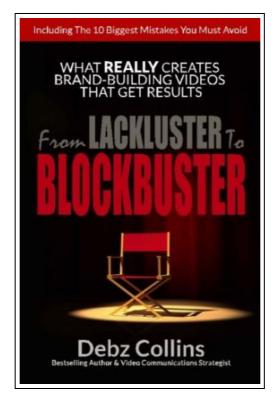
# From Lackluster to Blockbuster: What Really Creates Brand-Building Videos That Get Results (Paperback)



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## Reviews

This is an amazing book that I actually have actually read through. I am quite late in start reading this one, but better then never. You will not truly feel monotony at anytime of the time (that's what catalogs are for concerning should you ask me).

(Scottie Schroeder DDS)

# FROM LACKLUSTER TO BLOCKBUSTER: WHAT REALLY CREATES BRAND-BUILDING VIDEOS THAT GET RESULTS (PAPERBACK)



Concept2value Press, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Do you - and your message, mission, or business - have visual impact? It s important. Our world is visual. Not only are we accustomed to watching television, but we re also inundated with YouTube videos, infographics, images and videos on Facebook, Instagram, and a plethora of other visual stimuli. Most of it is carefully crafted to communicate a specific message, often a marketing or branding message. The question is. are you competing in the world of visual media? The truth is in the Internet age, if you are not using video to represent your material and yourself in a powerful impactful way, your business will suffer - perhaps even not survive. Who do you turn to? The same person top names in the speaking and training professions turn to - Debz Collins. After more than two decades of creating visual magic as a video and multimedia professional for these top internationally-known personal development and business experts, she is stepping out from behind the cameras, to share her branding and market-making secrets with you. In today s fast-paced, 140-character Internet world, you have the opportunity - and perhaps one opportunity only - to capture the imagination and the attention of your potential prospects and customers, and you must do it with video - the most sensory rich medium available. The challenge is you must also communicate. Both effectively and with intent. This is more than just a book - it s a set of systems and tools to help business owners, experts and thought leaders distill and record their unique wisdom, so that it can be efficiently and effectively shared with their audience. Your wisdom is worthless if it remains trapped...

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