

Looking to grow
your **brand** online?



Your Current Dilemma

As the world moves online, you might be feeling the same pressure most business owners are now facing... the daunting task of adapting your business to this new digital landscape. But where do you even begin?

You might be finding that...



You're having a hard time standing out in a crowded online space



It's so hard to build trust with new prospects online



It takes too much time and headspace to create "good" content

So how do you make your business stand out online **without** spending most of your workday creating content?

Remember, Work Smart, Not **Hard**

There's so much information out there on how to build your brand online that it's hard to know which advice you should be listening to. You've probably tried:

1 Searching **Google** for tips on online marketing

BUT... you don't know which sources are credible.

2 Hiring a designer / VA to create content for you

BUT... you're not quite sure how to direct them.

3 **Winging it** and hoping you'll attract customers

AND... it's just not working.



So what's the best way to grow your brand online if you're too busy with your business to worry about your content marketing?

Here's How We Can **Help!**

At DAWN, our mission is to help business owners build their brand online through video storytelling, namely through tailored, done-for-you video content that:



Captures the heart behind your business



Establishes trust with your leads and prospects



Positions you as a thought leader in your industry

Even if you...

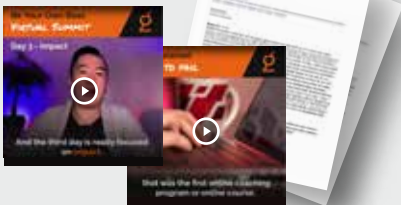
- X** Feel awkward in front of the camera
- X** Have a hard time articulating your message
- X** Are too busy to plan your own content

How It Works

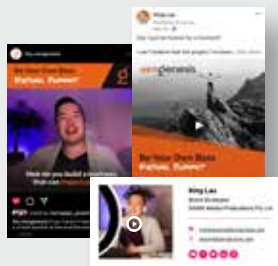
The biggest roadblock most business owners face is the lack of time to invest in creating their own content, or the lack of confidence to just be themselves in front of the camera. With our unique facilitated content interviews, you don't have to worry about either of those things! Here's how it works:



We facilitate & record a video interview with you on select topics



We highlight your best moments and cut them into one-minute video snippets




We show you the best places to apply your video snippets to boost your online brand presence



The best part is... we just need 30 minutes of your time to create 4 videos!

Our Packages

To help you get started, we have two types of packages that are geared towards helping you grow your online brand presence with minimal effort:




Starter Package

Package with **pre-set** video topics to kickstart your online brand



Best for...

Business owners, entrepreneurs & thought leads who are moving their business online and are looking to kickstart their online brand presence.



A La Carte Packages

Package with **custom** video topics to grow your online brand



Best for...

Business owners, entrepreneurs & thought leads who have an established online presence and are looking to grow their brand authority.

Packages: **Starter Package**

Our starter package is perfect for those who are moving into the online space and are looking to establish their brand presence in this new digital landscape. This package features pre-set video topics, and is geared towards setting up a solid foundation for your online brand.

Business Branding Package

- ✓ **1x** Facilitated 45 min. content interview
- ✓ **8x** 1 min. video snippets
 - ▶ **Video #1:** Startup Story
 - ▶ **Video #2:** Your Purpose
 - ▶ **Video #3:** Your Expertise
 - ▶ **Video #4:** Your Services
 - ▶ **Video #5:** What Makes You Different
 - ▶ **Video #6:** Clients You Serve
 - ▶ **Video #7:** Your Processes
 - ▶ **Video #8:** Results You Deliver
- ✓ Full transcript file
- ✓ Implementation guide

Packages: A La Carte Packages

Our a la carte packages are perfect for those who are looking for ongoing support in building your authority as an industry leader, with the flexibility to adapt the content to meet your online needs.

Each A La Carte Package **includes...**

- ✓ Facilitated 30 min. content interview
- ✓ 1 min. video snippets
- ✓ Full transcript file
- ✓ Implementation guide

Packages are available in different sizes

- ▶ **Solo Pack:** 1x video snippet
- ▶ **Duo Pack:** 2x video snippets
- ▶ **Quad Pack:** 4x video snippets
- ▶ **Six Pack:** 6x video snippets
- ▶ **Eight Pack:** 8x video snippets



A La Carte Packages come in **One-Time** and **Monthly** options!

Want A Bit More **Variety?**

If you're looking to further customize your package, we have some add-ons that you can use to spice up your content game!



Add-Ons

- ▶ **Add additional video snippets to any package**
- ▶ **Add quote graphics to any package**



Like What You See?

Interested?

Let's see if this package is a good fit for
your business! Send us an email at
support@dawnmediaproductions.com.