

Need help with **growing**  
your YouTube channel?



# Your Current **Dilemma**

So you have a YouTube channel... what are you doing to grow it? The reality is, content creation is a time-consuming task, especially if you're looking to use your channel to engage your audience or attract new leads for your business.

## Growing a healthy channel involves...



Planning, shooting, editing, and publishing weekly content to keep your audience engaged



Promoting your new videos on the various social media platforms like Facebook and Instagram



Engaging with your viewers in the comments section to grow your fanbase









Studying the performance and analytics of your content to find opportunities for optimization

And while it's **possible** to do all these things when you put your mind to it...

# Even the Best Content Creators Get **Burnt Out**

Ask any seasoned YouTuber what their average week looks like, and they'll probably say something along the lines of:

 Content planning .....	4 hours
 Video shooting .....	8 hours
 Video editing .....	14 hours
 Video upload .....	5 hours
 Social media promo .....	8 hours
 Analytics review .....	2 hours

**GRAND TOTAL .....** 41 hours / week!!!



Obviously you didn't start a YouTube channel to have it run your life and take up the time you would spend on your business... so how would you manage?

# How do You Buy Your **Time** Back?

Most content creators end up turning their YouTube channel into their full-time job. Your key to buying back your time is by contracting out certain aspects of your channel to people who specialize in those areas such as...

## Roles You Can Outsource



### Video Editors

Save yourself that post-production headache with a trusted video editor



### Digital Marketers

Boost your audience engagement with the help of a digital marketer



### Virtual Assistants

Upload your videos hassle-free with a trained virtual assistant

But at the end of the day...



You'll still need to spend time coordinating between the different roles you outsource.

# Here's Where **We Come In!**

Our service at DAWN bridges that gap in helping you coordinate between the different aspects of growing your YouTube Channel. Our unique lineup of services include...



**Production  
& Editing**



**Optimization**



**Strategy**


All managed under **one** project umbrella!



That saves you the time spent on coordinating between different contractors, juggling various costs, and needing to understand each role to give proper instruction. All you need is the vision for what you're trying to accomplish and we'll take care of the rest!

# Services: Production & Editing

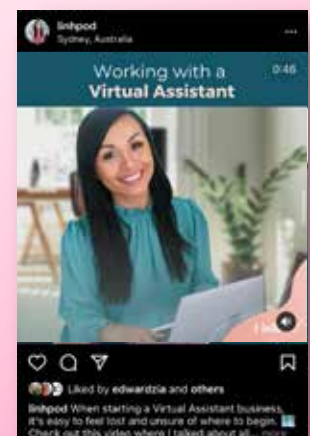
Our production & editing services are perfect for busy content creators who want to free up their time to focus more on creating content, and less on editing it.



**Production & Editing**

- ▶ Facilitated interviews
- ▶ Video & audio editing
- ▶ Intro & outro
- ▶ B-roll, graphics & basic animations
- ▶ Social media video snippets

A **highlight** of our production services is our facilitated content interviews where we help new content creators get comfortable in front of the camera and come off as authentic and genuine on the first take!





# Services: Optimization

Our optimization services are essentials for increasing the accessibility of your content, as well as boosting your audience's engagement with your content.



## Optimization

- ▶ Thumbnail design for boosted audience engagement
- ▶ Timestamps for increased video accessibility



Chapters:  
00:00 Introduction  
01:23 Why Justin Pagotto is passionate in Parenting  
05:23 Tips to raise a child when you're unhealed from your past  
12:47 Value of being a good example for your kids  
14:16 Importance of keeping the Sabbath  
17:44 True purpose of Trips Plus  
24:25 Takeaways on how to raise happy and confident kids

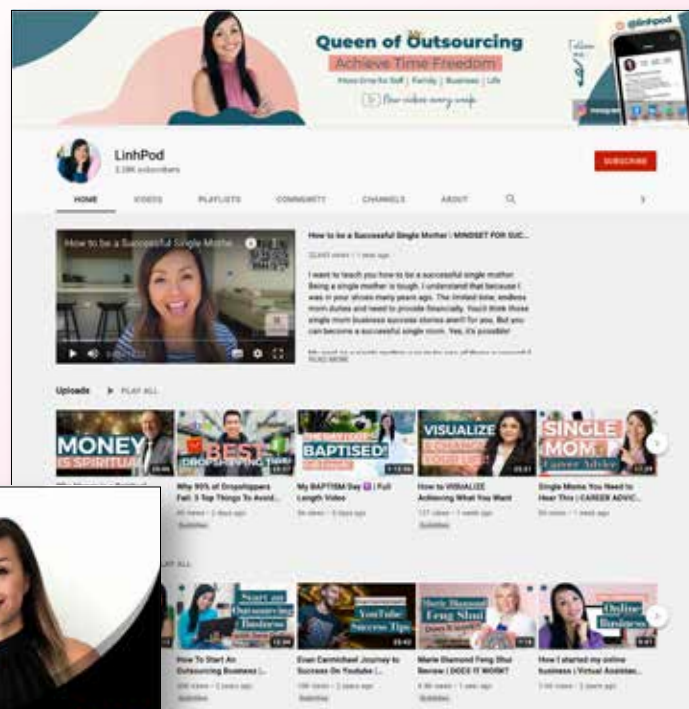
# Services: Strategy

Do you have lots of content but feel lost about the overall direction of your channel? Our experienced strategists can help you get clarity, develop a tailored strategy, and execute in a way that skyrockets your results like never before!



Strategy

- ▶ **Channel audit & strategy** to maximize your results
- ▶ **12 month plan** to boost the traffic to your channel with recommended topics & titles





# Our Packages

We have three tiers of monthly video editing services, each of which is geared towards providing a wide array of support for your ever-evolving content marketing needs.

## BASIC

*Do-it-yourself*

Shoot your own videos and send your footage to our production team for a hands-free editing experience.

## PREMIUM

*Done-with-you*

Features our unique facilitated content interview service which allows you to create outstanding content with minimal time and energy.

## ELITE

*Done-for-you*

Includes everything you need to both create & promote your videos on social media, as well as increase engagement and accessibility.

# Packages: **Basic Video Package**

**Do you already have a good handle on creating your own content but need support in post-production?** This DIY video editing service gives you the flexibility to shoot your own videos and send your footage to our production team for a hands-free editing experience.



**Basic Package**

Available as a one-time taster trial

**1, 4 or 8 Videos / month**

- ✓ Video Editing (max. 30 min. per video)
  - ▶ Clean up video & audio
  - ▶ Add intro & outro
  - ▶ Add b-rolls & graphics
  - ▶ Basic animation

*Best For...*

**Experienced content creators who are looking for a post-production option that keeps up with their fast pace of content creation.**

# Packages: Premium Video Package

Do you struggle with feeling awkward in front of the camera and stress that you're not getting your message out the way you want it? This premium video editing service includes our unique facilitated content interview service which allows you to create outstanding content with minimal time and energy.

## Premium Package

Available as a one-time taster trial

1, 4 or 8 Videos / month

- ✓ 30-min. Facilitated interview (per video)
- ✓ Video Editing (max. 30 min. per video)
  - ▶ Clean up video & audio
  - ▶ Add intro & outro
  - ▶ Add b-rolls & graphics
  - ▶ Basic animation

*Best For...*

Up and coming content creators who are looking to get support in creating authentic & engaging content with minimal effort.

# Packages: **Elite Video Package**

**Tired of brainstorming new ways to promote your channel through social media?**

This elite video editing service includes everything you need to both create & promote your videos on social media, as well as increase engagement and accessibility.

## Elite Package

Available as a one-time taster trial

1, 4 or 8 Videos / month

- ✓ 30-min. Facilitated interview (per video)
- ✓ Video Editing (max. 30 min. per video)
  - ▶ Clean up video & audio
  - ▶ Add intro & outro
  - ▶ Add b-rolls & graphics
  - ▶ Basic animation
- ✓ Thumbnail design (per video)
- ✓ Video timestamps (per video)
- ✓ 1-min, video snippet (per video)

*Best for...*

**Proactive content creators who are looking to take their content marketing to the next level through social media promotion.**

# Still Feeling **Stuck?**

Oftentimes content creators hit this roadblock with their channel, and need an outside perspective on how to break through, whether in exploring a new style of content, finding different ways of engaging your audience, or simply making the decision to take your channel in a new direction.

**If you need an expert opinion, we offer...**



**Strategy**

- ▶ **Channel audit & strategy** to maximize your results
- ▶ **12 month plan** to boost your channel's growth over the span of a year





**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](mailto:support@dawnmediaproductions.com).