



**DROPSERVICING**  
**BLUEPRINT**  
PARTNER PROGRAM

# PRICING, PACKAGES, AND DELIVERY PROCESS

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# Recommendations For Your Animated Video Business:

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## Recommended Pricing:

### **Whiteboard Video:**

Price per 30 seconds: \$698

Cost per 30 seconds: \$200

Profit per 30 seconds: \$498

### **Explainer Video:**

Price per 30 seconds: \$1,198

Cost per 30 seconds: \$300

Profit per 30 seconds: \$898

### **Premium Video:**

Price per 30 seconds: \$1,998

Cost per 30 seconds: \$600

Profit per 30 seconds: \$1,398

The cost of your freelancer team and process of delivery is described in detail in the next pages.

Again, If you have any questions about this please post in the Facebook group so that everyone can benefit.

# Animation Team Costs & Process:

Take note that before a project begins you must ensure that your clients' expectations match up with reality in terms of style, length, revisions, communication, cost, and what's included.

So, please ensure they understand that the price of the video will depend on the number of revisions, the length of the video, and anything they need outside of the below project scope.

We will provide you with links to videos for your portfolio and the questionnaire for your client in upcoming modules.

## Packages & Project Scope

**Whiteboard Video** - includes script, storyboard, voiceover, animation, 2 revisions at each stage - \$200 per 30 seconds

**Explainer Video** - includes script, storyboard, voiceover, animation, 2 revisions at each stage - \$300 per 30 seconds

**Premium Video** - includes script, storyboard, voiceover, animation, 2 revisions at each stage - \$600 per 30 seconds

**Step 1:** Later in Week 1 once you finish the “Get Your 'Done For You' Portfolio” video we will provide you with links to your portfolio examples to include on your website.

**Step 2:** Once you get a sale reach out to [admin@powerfulsalesvideo.com](mailto:admin@powerfulsalesvideo.com) letting us know which length and style of video from the above project scope you need.

**Step 3:** We will then send you an invoice so you can purchase your package.

**Step 4:** Then you will provide us with your clients completed questionnaire (we will give you a template in a future video) to begin production.

### **Scope:**

Please ensure the client understands the style and length purchased. If the client wishes to change the style and length after production begins there will be differences in the required budget. If additional length is needed we will adjust the budget and invoice for this during production. If a different style is needed the change in cost will be determined by the stage of production and we will invoice for that during production.

### **Process:**

Each package includes a script, voiceover, storyboard, and animation. At each of these stages, we will email the component to you for your clients review. To provide feedback your client must respond with a list of changes they would like to make. Every stage must be approved by the client before we can move forward to the next stage.

## **Animation Team Costs & Process:**

Approximately 4 weeks. However, **this does not account for any revisions or lags in communication.**

### **Week 1 - Script**

3 working days to produce from the date of receiving the questionnaire.

### **Week 2 - Storyboard**

7 working days to produce from the date of the approval of the script.

### **Week 3 - Voiceover**

3 working days to produce from the date of the storyboards approval.

### **Week 4 - Animation**

7 working days to produce from the date of the voiceover's approval.

## Revisions:

A revision stage involves the client providing us with a list of changes they would like us to make sent via email. There are two sets of revisions provided at each stage of production. Additional revisions may incur an extra cost which will be decided based on the work involved. These costs become greater when you need to make changes to a stage that was already confirmed prior.

## Communication:

Make sure you check on the project each day in case we email you a component of the video. We will email you at least twice with no reply to ensure we keep in contact, if you need more time than that just let us know as there is no limit on our end in terms of how long production takes, we seek to meet your needs. But you should make sure you do the same with your client, follow up with them.

## Refund Policy:

In the event that the client is not completely satisfied with their package, we provide 2 additional revisions for free. If the client chooses to terminate a project before production begins we can provide you with a full refund. However, if they choose to terminate a project after the script stage begins we will need to pay the team for their work. Once production begins, under no circumstances will Powerfulsales-video.com give refunds of the amount paid for the Services.