

MAKE MONEY EDITING VIDEO

THE ULTIMATE HUB FOR CREATIVE PROS



Hi,

This is a short sample of the book as such all the links are not fully functional but these few pages and especially the table of contents should give you a good idea of what the full book contains. With nearly 600 links it is one of the most comprehensive resources for those interested in pursuing a media career or expanding their current one. If you would like access to a time limited copy of the book to review please send a request with your name, job title and email address to

SwiftStudyGuides@gmail.com to receive a link to a copy of the book.

Thanks,

JD Freedman

"As someone who started from scratch at the age of 21 and has since put in over 40 years of working successfully in the film business. I think this book is an invaluable resource for anyone that wants to make a living working in film and video. Whether they are just getting started or for experienced people that want to find new income streams."

[Bob Gorelick, SOC](#)

I'm impressed with how this book is packed with practical ideas of how to get into and stay in the post-production business as an individual artist/contractor. I like the inspirational style which makes one feel he/she can really do it

[Boris Yamnitsky, CEO Boris FX](#)

I appreciate all the value instilled in this book. As a College Professor, I appreciate what this book does in spades, which is to teach how to get into the industry and sustain a career. Congratulations on such a thorough, useful and timely book. Very impressive.

[Dan Lowenthal](#)

I have never read a book that so thoroughly covers everything you would want to know about how to be successful in post production. It would literally take YEARS to gather all this information that is now presented in a very digestible form.

[Don Packer](#)

It's easy to read, well organized and covers all the bases, written by a filmmaker who's still in the trenches, so everything is current practice and trade tested. I recommend it highly.

[Thomas Burstyn](#)

It's like getting 10 years of insider know how and connections. right on my phone. The ultimate hack. [Michel de Freitas](#) Young Filmmaker

Swift Study Guide #1

Make Money Editing Video

[Introductory Video](#)

Swift Study Guide #1
Make Money Editing Video
The Ultimate Hub for Creative Pros
By
JD Freedman

Published by BrandCom TV

© 2024 Jon David Freedman

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

First published in 2024 by Brandcom TV

ISBN: 944580406

For permissions and other inquiries,

contact jd@jdfreedman.net

www.jdfreedman.net

TABLE OF CONTENTS

Introductory Video

Forward	1
Preface	3
How To Use This Book	6
1 Overview of the Editing Market	8
Mainstream Media	8
Self-made Content	8
Client-based Editing	9
Location	9
Software considerations	10
2 Finding Your Niche	16
Benefits of Specializing	17
Identifying Interests/Strengths	18
Self-assessment exercises	18
Researching Promising Niches	18
Creating Opportunity	19
Become an expert	19
Social Media Expertise	20
Understanding Current Trends	20
Additional Resources	22
3 Demo Reel Considerations	24
Why a demo reel is crucial for jobs	24
The 8 Most Important Factors	24
1. Showcase Your Best Work	24
2. Highlight Editing Skills	25
3. Utilize Stock Footage	25
4. Titles and Graphics	26
5. Tailor to Your Audience	26
6. Keep It Updated	26
7. Contact Information	26
Additional Resources	27

4 The Winning Formula	30
Research	31
Learn from the Best	31
Profile Title	33
Unique Value Proposition	33
Video Thumbnail	34
Job Success Score	36
Detailed Analysis	37
My Approach	38
Overview Hacks	39
Daily Job Feeds	40
Upwork Resources	42
On Commitment	46
5 Word of Warning	47
6 Writing a Job Proposal Letter	52
Quick Tip	52
Proposal components	53
1. Purpose	53
2. Client's Needs	53
3. Structuring Proposal	54
4. Highlighting Experience	54
5. Demonstrate Understanding	55
6. Client's Pain Points	55
7. Showcasing Your UVP	56
8. Keep It Concise	56
9. Your Approach	56
10. Proofreading	57
11. Following Up	57
12. Example Proposal Letter	58
Conclusion	58
Additional Resources	59
7 Building a Portfolio Website	62
Your Website's Purpose	62
Functionality	63

Platform and Domain Name	63
Responsive Layout	64
Showcase Your Best Work	64
Calls to Action	65
Optimize for Search Engines	65
Wix Video App	67
Professional Templates	67
Robust Video Integration	67
Extensive Customization	67
SEO and Marketing Features	68
Creative Inspiration	68
Additional Resources	69
8 Writing the Perfect Resume	72
Highlight Relevant Skills	72
Showcase Accomplishments	72
Tailor Your Resume	73
Optimize Your Summary	73
Include Your Editing Portfolio	73
Professional Resume Services	74
Additional Resources	76
Limited Experience Resume	77
Functional-Combination Resume	77
Highlight Your Relevant Skills	77
Showcase Accomplishments.	77
Resume Summary	77
Education and Certifications	78
Sample Functional Resume	79
Sample Combination Resume	80
Additional Resources	81
9 Networking for Video Editors	84
Fundraising Videos	85
Equity Compensation	85
Networking 101	86
Networking Goals	86
Research and Prepare	86

Showcase Your Expertise	86
Leverage Online Platforms	87
Meaningful Connections	87
Mentors/Collaborators	88
Identify Potential Mentors	88
Observe and Assess Fit	89
Ask for Advice/Guidance	89
Leverage Connections	89
Send a Thank You	89
Follow-Up Meeting	90
Share Relevant Updates	90
Engage with Their Content	90
Ask Thoughtful Questions	91
Summary	91
Additional Resources	91
10 Pricing Your Services	94
Pricing Your Services	94
Understand going rates	95
Factors to Consider	95
Creative Pricing Strategies	96
Wise Insights	97
Determine Minimum Rate	97
Highlight Your Expertise	98
Focus on Value	98
Use Anchoring and Framing	98
Be Willing to Negotiate	98
Determining Editing Rates	99
Tips for Billing and Estimating	99
Additional Resources	100
11 Editing Courses and Resources	102
Recommended Resources	102
Online Platforms	103
Software Specific Resources	104
YouTube Instructors	107
Resource Lists	108

Online Communities	108
12 Other Pathways for Filmmakers and Editors	110
Apprenticeship Programs	110
Support Networks and Organizations	111
Crowdfunding and Fiscal Sponsorship	111
Looking Ahead	112
Conclusion	114
Decision Matrix	118
Appendix – Helpful Information from A to Z	117
A Vimeo Income Streams	121
B Top 25 Markets (173 Links)	124
C Self Assessment Test	133
D1 Editing Categories	137
D2 List of Niches	139
D3 Find Work Cheat Sheet	145
E Xtra \$	149
F High Demand/Low Competition Niches	150
G Become an Expert	152
H Social Media Courses (17 Links)	155
I Social Media Trend Tools (20 Links)	159
J Stock Footage (22 Links)	164
K Upwork Profile (3 Links)	167
L Search Process	169
M Client Avatar	170
N Unique Value Proposition	174
O Profile Title	177
P Job Success Score	181
Q1 Freelance/Fulltime Platforms (10 Links)	184

<u>Q2 Subscription-Based Job Boards (7 Links)</u>	<u>188</u>
<u>Q3 Community-Based Sites (11 Links)</u>	<u>191</u>
<u>Q4 User Groups (8 Links)</u>	<u>196</u>
<u>Q5 Specialized Platforms/Agencies (6 Links)</u>	<u>199</u>
<u>Q6 Creative Staffing Agencies (8 Links)</u>	<u>202</u>
<u>Q7 Other Boards for Creatives (10 Links)</u>	<u>205</u>
<u>Q8 Content Creation/Crowdfunding (27 Links)</u>	<u>208</u>
<u>Q9 Creative Marketplaces (12 Links)</u>	<u>212</u>
<u>Q10 Video Specific Platforms (4 Links)</u>	<u>213</u>
<u>Q11 Educational Platforms (12 Links)</u>	<u>214</u>
<u>Q12 Industry-Specific Platforms (18 Links)</u>	<u>216</u>

<u>R1 HACKS #1</u>	<u>Creating a High-Ranking Profile</u>	<u>220</u>
<u>R2 HACKS #2</u>	<u>Applying for Jobs</u>	<u>222</u>
<u>R3 HACKS #3</u>	<u>Leveraging Upwork Features</u>	<u>224</u>
<u>R4 HACKS #4</u>	<u>Enhancing Your Profile</u>	<u>225</u>
<u>R5 HACKS #5</u>	<u>Write Personalized Proposal</u>	<u>226</u>
<u>R6 HACKS #6</u>	<u>Building Relationships</u>	<u>227</u>
<u>R7 HACKS #7</u>	<u>Leveraging Analytics & Insights</u>	<u>228</u>
<u>S Agreement</u>		<u>230</u>
<u>T Legal Matters (5 Links)</u>		<u>232</u>
<u>U AdFed (16 Links)</u>		<u>234</u>
<u>V Business Networking(10 Links)</u>		<u>238</u>
<u>W Fund-Raising Films (15 Links)</u>		<u>241</u>
<u>X Phone to Phone Sharing (7 Links)</u>		<u>245</u>
<u>Y Soft Skills for Hard Cash</u>		<u>247</u>
<u>Z The Most Important Skill</u>		<u>251</u>

FORWARD

The information presented in this book is intended to benefit filmmakers across the spectrum, with a wide range of experience levels. As such, not every passage will be equally relevant to all readers. Professionals at different stages in their careers may find certain sections more pertinent than others. Additionally, including all the online data available through the provided links, there is more information here than any one person will probably ever need. This approach provides information across many genres from online content creation to feature film production to help you source the information you need to advance your career. Don't feel compelled to read the book cover to cover. Instead, use it as you would a dictionary or encyclopedia, focusing on the sections that are relevant to you. This broad range of content ensures that the book remains a versatile and comprehensive reference, offering useful insights for everyone, regardless of where they are on their career path.

The book has links (over 580) that function as:

1. Summaries to save the time involved with taking notes.
2. Step by step cheat sheets to complete recommended tasks.
3. A way to access info faster than reading every page.
4. Links to sites that can boost your earning potential.

Some of these are affiliate links, which means I may receive a small commission at no additional cost to you. I only include links to services or products I truly believe in.

(full disclosure)

Currently every link works but as a connection to the live and constantly evolving internet some of these links may change or expire over time which could involve some additional exploration on your part. Just google the same phrase. Editors are usually good researchers.

Through my long and varied career, I've always focused on creating value for my clients. That was the guiding principle with this book and its support website. I wanted to create value for - you - the reader. If you feel well-served by this effort, please recommend this book to others or leave a positive review here [review link](#). You can also let us know if you want to get the next book in this series or other products we offer. I hope this book makes the achievement of your career goals swifter and is a good start to a rewarding journey. Make sure to join the community on the [Swift Study Guides Support page](#) for exclusive content that is an additional benefit of this book and to interact with others on the Forum page.

PREFACE

It was 2020. I was holed up in the wilds of West Virginia, house sitting for a friend. Covid had shut down the entire film industry. But I'd been "working" the internet every day, searching for a new income stream. That's when I found Upwork.com, and saw that some people had raked in hundreds of thousands of dollars editing video remotely, so I thought- "Why not?"

I found free editing software and training online, learned how to use it and registered on Upwork. Within two months I was booked solid, had received good reviews and snagged my first "big job". It wound up taking almost a month to complete. The client was happy. He more than doubled the original fee and added a \$2,500 tip! That same week I achieved top rated status on Upwork just 90 days after I first joined. Now, years later I've maintained a 100% satisfaction rating from my Upwork clients and working online affords me a freedom I've never known before.

By following the basic business practices in this book, I hope you can achieve the same “overnight success” that I did. These principles are based on decades of experience working in “the business” and sound advice from many award-winning industry pros that I interviewed. These essential strategies should work just as well for cameramen as they do for editors. But editing is really the “core competency” for visual story tellers. Some of the most successful people I’ve worked with from DPs to Directors started as editors. It’s where they learned what shots they must get on set in order to put it all together in post. The words of the script may change. Conditions on location may negate the best laid plans but whatever happens “out there”, it’s the editor’s job to make it all work seamlessly by the time they are done “fixing it in the mix”. After decades of working on a broad range of productions across the globe I can assure you that no matter your eventual goals in the world of production you will be well served to have a solid foundation in the craft of editing.

Furthermore, to be successful in this field, in person or online, people must “Know, Like and Trust you!” I got that advice years ago from a close friend named Bob Gorelick, who is one of the most successful people I know in the movie industry. I think it’s great advice. It’s certainly worked well for him! If you have a positive attitude there is nothing you can’t achieve. The “Swift Study Series” covers every step of the process required to become successful in this field. Make sure to check out some of those interviews with the pros that I mentioned and other videos which are part of the additional content you have access to on this Guide’s website.

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work."


- **Steve Jobs**
(Co-founder of Apple).

[Introductory Video](#)

How to Use This Guide

The guide's interface works better on Safari or Firefox. Chrome is not a preferred browser. The instructional content of this guide is a swift read, just over 100 pages. The rest consists of carefully curated links and reference material. A live connection to constantly updated resources on the internet. An ever-evolving tool for real-time results.

If you're an established editor, you could access new income streams in less than an hour. Skip ahead to Chapter 4. Then check out [Q - 12 Lists](#) they provide links to online resources that can expand your potential and increase your income.

This book's internal links lead to lists. At the beginning and the very end of every lettered section, you'll find a "return" arrow () to bring you back to where you were last reading. When a link appears more than once in this book note the page # before you click away and choose the "P #" at the top of that lettered section to return to that page. Clicking links is only an option. If you prefer to read straight through the guide without distraction. the lists are all linked in the table of contents. If a link doesn't connect, right click on it and choose "Hyperlink>Open Hyperlink".

This book is a short cut to all the inside information it took me years to learn. There are links to opportunities in all aspects of production. If you take the time to fully explore these sites, you may find they have more to offer than you might expect at first glance. See [A1 Vimeo](#) as an example.

"You have to believe in yourself and what you're doing. I'm much happier when I feel like I'm creating something that I love."

- Sofia Coppola (Director)

CHAPTER 1

Overview of the Editing Market

In this dynamic, ever evolving industry there are many ways to “cut the pie” but for simplicity let’s divide it into 3 broad categories based on the approach used to find work.

1. Mainstream Media

Includes: Movies, TV Series, Streaming content, and other large-scale productions.

Approach: Typically involves networking, industry connections, and formal job applications often through studios, production companies, or media networks.

2. Self-made Content

Includes: YouTube, Instagram, Training/Coaching videos, and other personal or small-scale online content.

Approach: Often requires building a personal brand, leveraging social media, and directly engaging with your audience. Opportunities may arise through self-promotion, collaborations, and audience growth.

3. Client-based Editing

Includes: Sales & promo videos, commercials, corporate videos, and other commissioned work.



Approach: Involves client outreach, freelance platforms, and direct marketing to businesses. Establishing a portfolio and maintaining client relationships are key for securing projects.

Let's take a moment to consider how choosing one or the other might strongly influence a range of other choices from where you live to which editing interface you commit to.

Location

Say you chose Category A because you want to work on Feature Films. While those films shoot on location just about everywhere the three biggest markets for production in the USA are Los Angeles, New York and Atlanta. When they go on location, producers from these markets will usually bring key personnel (that they know, like and trust) with them. So, if you want to work on “the big shows” your best bet would be to move to one of those major markets, try to start finding work as an assistant editor and work your way up through the ranks.

Quick note ✓

Remember when you click on a link there is a return button  at the beginning and very end of each lettered section to bring you back to where you were reading. For links like [Q 12](#) that occur more than once in the book note the page # before you click away and you'll find [P#](#) links at the beginning of the section, in addition to the  at the end.

There are many advantages to being in a thriving production community with networking opportunities like those found in

lists 2, 3 & 4 [Q 12 Lists](#). These communities have many different media organizations, resources, seminars, and schools so countless opportunities may arise due to the enormous amount of local production.

But you may have reasons for not wanting to move to one of the top three markets. Here is a list of the top 25 markets [B Top 25](#) Places like these that have an established production community can still offer opportunities while also being less competitive and perhaps more affordable. The point is that larger productions of this type usually require a great deal of resources and personnel that you only find in certain places. Obviously, these types of communities aren't exclusive to the USA. When I lived in New Zealand I worked on a feature film in Auckland where there is a thriving production community. The same is true in other countries like England where London, Bristol and Manchester are the production centers. Search online to find the local production centers in your country. To work on movies, you must become part of an active filmmaking community. If you live near one of the cities in that Top 25 list, use the provided links along with the tips in Chapter 9 to find a way to become an active member of the local production community. Getting established takes time, which makes it difficult to move to another market so choose the one where you'll want to be based for years to come.

Software Considerations

Avid, Premiere Pro, and Boris FX were among some of the first digital post systems to become popular. Their software has become firmly entrenched in the industry. Avid's strong support for high-end post-

production workflows makes it a favorite for complex projects like feature films and episodic TV shows. Premiere Pro's easy integration with other Adobe applications like After Effects and Photoshop combined with its wide acceptance make it a strong choice for pro editors on everything from feature films and TV commercials to corporate video. Boris FX, known for its powerful plugins like Sapphire, Continuum, and Mocha, provides essential tools for visual effects and compositing, widely used alongside major editing software.

Major studios, networks, and other large corporations with legacy systems in place usually prefer to work with editors who can easily integrate into the existing workflows they have set up for Avid, Adobe Systems, or Boris FX.

DaVinci Resolve has expanded its capabilities beyond color correction into a fully integrated suite of post-production tools, to become an excellent alternative for content creators and editors working outside the realm of studio films and TV shows and it's my personal favorite. Final Cut Pro X is another popular alternative, largely used outside of the feature film world.

While each software can be adapted to various uses, market trends generally align with these categorizations.

Category A: Movies/TV and Other Presentations

Avid Media Composer: Highly dominant.

Adobe Premiere Pro: Widely used.

Boris FX: Widely used for high-end visual effects and motion graphics.

Da Vinci Resolve: Growing in popularity, especially for color grading.

Final Cut Pro X: Less common but still used.

Category B: Content Creators (YouTube, Training/Coaching, Personal Brands)

Adobe Premiere Pro: Very popular.

Final Cut Pro X: Highly favored.

Boris FX: Popular for adding professional visual effects and enhancements

Da Vinci Resolve: Increasingly popular.

Avid Media Composer: Less common.

Category C: Corporate, Sales, Promotional Videos, TV and Web Commercials

Adobe Premiere Pro: Widely used.

Final Cut Pro X: Common choice.

Boris FX: Frequently used for visual effects and compositing in promotional content

Da Vinci Resolve: Widely used.

Avid Media Composer: Less common.

If you're just starting as a video editor, you may want to choose the software that most closely aligns with your long-term career goals.

Postproduction is an ever evolving and highly competitive field where rivals vie for position at the cutting edge of technology. The rapid integration of AI has sent seismic tremors across the industry. The significance of its long-term impact could be so great that we have devoted the fourth book of this series to an in-depth examination of Artificial Intelligence in the postproduction world.

If self-made content (Category B) is your preferred category, then location isn't as much of a limiting factor as it once was. Thanks to the numerous and varied means of production and distribution it seems that anything is possible. "Possible" doesn't mean "easy". But hey! One thirteen-year-old kid started uploading videos to YouTube and now at 26 he has turned the whole paradigm upside down. "MrBeast" (Jimmy Donaldson) has created his own "community" without ever leaving his hometown of Greenville, NC. YouTube has been so successful for him that he's built his own \$14 million studio complex that spans over 100,000 square feet, just to support the production of his YouTube content.

Becoming a Content Creator takes a lot more than just editing but having worked in many capacities during the decades I've been involved in film and video production I can tell you that editing is where it all comes together. So, if your long-term goal is to become a Content Creator, editing would be a good place to start. You may find mentors, collaborators and an audience for your content by engaging with others through the portals found in lists 5, 8, 9, 10, and 11 in [Q -12 Lists](#).

For those who are looking for a side gig with the potential of growing it into a full-time income you might find that seeking work as an editor in Category C is a flexible alternative. It's just a matter of putting in the time and effort.

"A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles"

- **Christopher Reeve**

CONCLUSION

Putting It all Together for Success

Congratulations! By reading this book, you've taken an important step towards building an exciting and rewarding career. You've learned about the essential elements needed to thrive in this dynamic industry. You now understand the importance of choosing a specialized niche, whether it's social media marketing, or reality TV. By becoming an expert, you'll be able to command higher rates and attract clients who value your specialized skills.

You now have access to a wealth of affordable online courses and resources to empower you. From mastering the latest editing software to staying current with industry trends, these tools will help you become indispensable to your clients. Crafting a compelling online presence with your demo reel, website, and freelance platform profiles is crucial. Potential clients want to see your work and understand your unique

value proposition. By showcasing your skills and passion, you'll be able to build trust and land more lucrative projects. Finally, we've emphasized the significance of building your network. Connecting with others, both online and in person, opens the door to new opportunities, and referrals. Always remember KLT (Know, Like & Trust). It's often not just what you know, but who you know. After all, people can't hire you if they don't know you.

As you embark on your career journey, remember to stay dedicated, adaptable, and passionate about your craft. The road ahead may have its challenges, but with the knowledge and strategies outlined in this guide and on the website, you are well-equipped to turn your video editing dreams into a thriving reality. But knowledge alone isn't enough. The key is to take action. Start today:

Cut a reel featuring the best work in your chosen niche.
Contact potential clients in your target market.
Join online communities in your specialty.
Develop your skills, expand your network

Remember, even today's most successful video editors likely had humble beginnings. The difference between those who succeed and those who don't, often comes down to persistence and a positive attitude. There will be challenges along the way but view them as opportunities to learn and grow.

Finally, don't forget why you chose this path. Editing is more than just a job. Video is a powerful medium for storytelling, for moving people, for making a difference. Whether you're crafting a tear-jerking wedding video or a compelling documentary, never forget the power this medium has to inform and inspire.

I've met more than one person in my career (some of them quite successful) who were so moved by a single film that it changed the course of their life. Think about that for a moment. Appreciate the transformative power your work could have to literally change the world (or one small part of it). How many people can make that claim from a "day at the office"? You have an amazing opportunity with unlimited potential. And now you hold ALL the tools you need to realize your dreams right here in your hands.

As you move forward, stay passionate about your craft. Let your enthusiasm shine through in every project you undertake. Clients and employers aren't just hiring your skills; they're investing in your vision and dedication.

Don't wait for somebody else to give you permission to move boldly forward with confidence, achieve your dreams and live life to its fullest with no regrets for past actions or remorse for lost opportunities. Remember –

"...Boldness has genius, power and magic in it."

Do it! Do it now.

"All our dreams can come true

... if we have the courage to pursue them"

- **Walt Disney**

The Decision Matrix: Benefits and How to Create One



In both professional and personal life, decision-making is a critical skill. However, when faced with complex choices involving multiple factors, making the right decision can be daunting. This is where a decision matrix, comes into play. It provides a structured and systematic approach to evaluating multiple options based on various criteria. This “bonus section” will explore the benefits of using a decision matrix and guide you through the process of creating one.

Benefits of Using a Decision Matrix

1. **Objectivity and Clarity:** A decision matrix helps eliminate biases by quantifying the evaluation process. Each option is rated against the same set of criteria, ensuring that decisions are based on objective analysis rather than subjective judgment.
2. **Comprehensive Evaluation:** By considering multiple criteria simultaneously, a decision matrix ensures that all relevant factors are considered. This leads to a more thorough evaluation of options and reduces the likelihood of overlooking important aspects.
3. **Prioritization of Criteria:** Not all criteria have the same level of importance. A decision matrix allows you to assign different weights to each criterion based on its significance. This helps prioritize factors that matter the most and guides the decision towards the most balanced option.
4. **Simplifies Complex Decisions:** For decisions involving numerous variables, a decision matrix breaks down the complexity into manageable parts. It organizes and structures the decision-making process, making it easier to compare options side by side.
5. **Facilitates Group Decision-Making:** In a team setting, a decision matrix can serve as a collaborative tool. It provides a common framework for discussion, enabling team members to contribute their insights and reach a consensus more efficiently.

6. **Transparent Decision-Making:** The decision-making process becomes transparent when a decision matrix is used. It creates a clear record of how decisions were made, which can be useful for justifying choices to stakeholders or revisiting decisions in the future.

How to Create a Decision Matrix

Creating a decision matrix involves several steps, each designed to help you systematically evaluate your options:

1. **Define the Problem:** Clearly state the decision that needs to be made. Understand the objectives and the potential options available.
2. **Identify the Criteria:** List the criteria that will influence your decision. These are the factors that matter most in making the right choice. For example, if you're choosing a new software tool, criteria might include cost, ease of use, features, and customer support.
3. **Weight the Criteria:** Assign a weight to each criterion based on its importance. This step allows you to prioritize what matters most. Weights can be assigned on a scale (e.g., 1 to 5), with higher numbers indicating greater importance.
4. **List the Options:** Identify all the options you are considering. These could be different products, strategies, or actions.
5. **Score Each Option:** Evaluate each option against each criterion and assign a score. Typically, a scale of 1 to 5 or 1 to 10 is used, with higher scores indicating better performance against the criterion.
6. **Calculate the Weighted Scores:** Multiply each option's score by the weight of its criterion and sum these weighted scores for each option. To get a total score for each option.
7. **Analyze the Results:** Compare the total weighted scores. The option with the highest score is usually the best choice,

8. **Make a Decision:** Based on the analysis, make your decision. If two options are very close in score, you may need to re-evaluate the weights or scores or consider other qualitative factors.

Example of a Decision Matrix

Criteria	Weight	Option A	Option B	Option C
Cost	4	3 (12)	4 (16)	5 (20)
Ease of Use	3	5 (15)	3 (9)	4 (12)
Features	5	4 (20)	5 (25)	3 (15)
Customer Support	2	4 (8)	5 (10)	3 (6)
Total Score		55	60	53

In this example, Option B would be the best choice based on the weighted criteria.

Further Reading and Resources

To deepen your understanding of decision matrices and how to apply them effectively, consider exploring the following articles and resources:

1. [MindTools: Decision Matrix Analysis](#) - A detailed guide on how to create and use a decision matrix.
2. [ProjectManager: How to Use a Decision Matrix](#) - A practical article on the application of decision matrices in project management.
3. [Lucidchart: How to Make a Decision Matrix](#) - Offers insights into creating a decision matrix with visual aids.
4. [Business Analyst Learnings: Decision Matrix](#) - Focuses on the role of decision matrices in business analysis.

Using a decision matrix can significantly enhance the quality of your decision-making process by introducing a structured, objective, and transparent approach. This tool can help you navigate through multiple options with confidence and clarity.



A- Vimeo Income Streams



Like many other editors, I use Vimeo as a way of displaying a work in progress to clients. It has the convenient option of enabling the client to download the final edit master from the same link upon approval. But did you know Vimeo offers several ways for video creators to earn money through its platform? This is an example of the way that many of the sites we've listed have much more to offer than is first apparent once you do a deep enough dive to appreciate their full potential. Here's a detailed explanation of the various earning opportunities on Vimeo, along with direct links:

1. Vimeo On Demand

Vimeo On Demand allows creators to sell their videos directly to their audience. This can include movies, series, documentaries, tutorials, and more. Creators can set their own prices, offer rentals, purchases, or subscriptions, and keep 90% of the revenue after transaction fees.

Vimeo On Demand Overview:

<https://vimeo.com/ondemand>

Start Selling:

<https://vimeo.com/ondemand>

2. Vimeo OTT (Over-The-Top)

Vimeo OTT is a comprehensive platform for launching your own subscription-based video service. This is ideal for creators who want to build a library of content and charge viewers a recurring fee to access it. Vimeo provides tools to create branded apps for various devices, manage subscriptions, and track performance.

Vimeo OTT Overview: <https://vimeo.com/ott>
OTT Channel: <https://help.vimeo.com/Vimeo-OTT>

3. Vimeo Live (Live Streaming)

Vimeo Live allows creators to monetize live streams. You can charge for access to live events, webinars, and workshops. Vimeo provides high-quality streaming services, ticketing, and viewer engagement tools.

Vimeo Live Overview:

<https://vimeo.com/features/livestreaming>

Live Streaming:

<https://vimeo.com/enterprise/solutions/live-streaming>

4. Vimeo Stock

Vimeo Stock is a marketplace where creators can sell stock footage. This is a great way for video creators to monetize unused or extra footage by making it available for other creators and businesses to purchase and use in their projects.

Vimeo Stock Overview: <https://vimeo.com/stock>

Sell Stock Footage: <https://vimeo.com/features/stock>

5. Video Collaboration Services

Vimeo provides tools for video collaboration and review, which can be a source of indirect revenue. While this doesn't directly pay you, it enhances your professional services by making it easier to work with clients and partners, potentially leading to more paid projects.

Vimeo Review Tools: <https://vimeo.com/video-review>

6. Vimeo Enterprise Solutions

For larger-scale businesses, Vimeo offers enterprise solutions that include advanced video hosting, marketing, and monetization tools. This is ideal for agencies, media companies, and large creators looking to monetize at scale.

Vimeo Enterprise Overview:

<https://vimeo.com/enterprise>

Request a Demo:

<https://vimeo.com/enterprise/contact>

By leveraging these various services, video creators on Vimeo can find multiple streams of revenue, from direct sales and subscriptions to live event monetization and stock footage sales.

This is just one example of the great variety and depth of opportunities you can access from the lists in this book.



B - Top 25 Media Markets



1. Los Angeles, CA (\$58.1 billion)

California Film Commission Website: film.ca.gov

Unions: IATSE Local 600 icg600.com
Editors Guild Local 700: editorsguild.com

Local Networking Groups:

FilmLA: filmla.com

Women in Film Los Angeles: wif.org

Schools: USC School of Cinematic Arts: cinema.usc.edu
UCLA School of Theater, Film and Television: tft.ucla.edu

2. New York, NY (\$58 billion)

New York State Office of Motion Picture/TV:

<https://esd.ny.gov/industries/tv-and-film>

Unions: IATSE Local 52 iatse52.org
SAG-AFTRA New York Local: <https://www.sagaftra.org/NY>

Local Networking Groups:

Made in NY: nyc.gov/film

New York Women in Film & Television: nywift.org

Schools: NYU Tisch School of the Arts: tisch.nyu.edu
Columbia University School of the Arts Film Program:
arts.columbia.edu/film

3. Vancouver, BC (\$3.4 billion CAD)

Creative BC Website: creativebc.com

Unions: IATSE Local 891 iatse.com/locals/891

UBCP/ACTRA: ubcp.com

Local Networking Groups:

Vancouver Film Commission:

<https://vancouvereconomic.com/>

Cineworks Independent Filmmakers Society: cineworks.ca

Schools: Vancouver Film School: vfs.edu
Simon Fraser University School for the Arts: sfu.ca/sca

REVIEW COPY

Q1 Freelance/Fulltime Platforms

P6 P10 P13 P43



1. Upwork: www.upwork.com

How it Works: Freelancers bid on client-posted projects. Upwork charges 10% commission. **Client Feedback:** Yes

Founded: 2015 **User Base:** Over 12 million freelancers

Revenue: \$698 million in 2023.

Description: Upwork is one of the largest freelance platforms, offering a wide range of video editing jobs from TV commercials to YouTube videos. The competition is high due to the vast number of freelancers, but the platform is user-friendly with robust filtering and bidding systems. Clients range from private individuals to major corporations, with budgets varying significantly from small projects to large-scale productions. Freelancers can expect to find thousands of video editing jobs each month, making it a comprehensive platform for those seeking diverse opportunities.

2. Fiverr: <https://go.fiverr.com/>

How it Works: Freelancers create service "gigs" starting at \$5. Fiverr takes a 20% fee **Client Feedback:** Yes, with a rating

Founded: 2010. **User Base:** Over 3 million active buyers.

Revenue: \$361.4 million in 2023.

Description: Fiverr allows freelancers to offer predefined services known as "gigs," with prices starting at \$5. The platform is highly user-friendly, enabling easy creation and management of gigs. Freelancers face moderate to high competition due to the large user base. Video editing jobs include social media content, promotional videos, and personal projects. Clients vary from small business owners to individual users, with budget ranges generally lower compared to other platforms. The site attracts a substantial number of video editing job postings monthly

3. Freelancer:

www.freelancer.com

How it Works: Freelancers bid on projects. Charges 10% fee

Client Feedback: Yes, with a rating system. **Founded:** 2009.

User Base: Over 50 million users. **Revenue:** \$51.8 million in 2020.

Description: Massive user base, high competition among freelancers.

User-friendly, with straightforward bidding and project management.

Video editing jobs span a wide array, from corporate videos to event highlights. Clients include both private individuals and businesses of all sizes. Budget are varied, making it possible to find both low-budget and high-paying gigs. Thousands of editing opportunities monthly

4. PeoplePerHour:

www.peopleperhour.com

How it Works: Freelancers bid on projects or offer fixed-price services. There is a 20% fee on the first £250 earned with a client, then 7.5%.

Client Feedback: Yes, with a rating system. **Founded:** 2007.

User Base: Over 1.5 million freelancers. **Revenue:** \$10 million in 2019.

Description: Offers both project bidding and fixed-price services.

Freelancers face moderate competition. Intuitive platform, tools for managing projects and communication. Jobs range from social media clips to corporate videos. Clients are diverse, including private individuals, small businesses, and larger enterprises. Budgets vary widely, with numerous job postings available each month.

5. Guru:

www.guru.com

How it Works: Freelancers bid on projects. Guru charges a 5%-9% fee depending on membership level. **Client Feedback:** Yes, with rating

Founded: 1998. **User Base:** 3 million **Revenue:** Not publicly disclosed.

Description: Guru offers a competitive environment for freelancers, with a user-friendly platform featuring detailed project management tools. Video editing jobs on Guru cover a range from marketing videos to personal projects. The client base includes both individuals and businesses of all sizes. The variety of budgets and job types ensures that freelancers can find opportunities suited to their skills and preferences. Hundreds of video editing jobs available each month.

6. Toptal:

www.toptal.com

How it Works: Top freelancers. Charges a premium for top talent.

Client Feedback: Yes, feedback provided privately. **Founded:** 2010.

User Base: Over 100,000 yearly **Revenue:** \$200 million in 2019.

Description: Toptal is a premium platform known for its rigorous selection process, ensuring top-tier freelancers. The competition is extremely high, but the rewards match the quality of talent. The platform is highly user-friendly, offering personalized support. Video editing jobs include high-end projects like corporate videos and promotional content. Clients are typically major corporations and well-funded startups, with substantial budgets. While the number of video editing jobs is fewer, the quality and pay are significantly higher.

7. SimplyHired:

www.simplyhired.com

How it Works: Job search engine Charges employers for job postings.

Client Feedback: No feedback system. **Founded:** 2003.

User Base: Millions of job listings. **Revenue:** Not publicly disclosed.

Description: SimplyHired functions as a job search engine, aggregating listings from various sources. Freelancers will encounter moderate competition. The platform is easy to use with efficient search and filter options. Video editing jobs include a variety of projects from different industries. Clients range from private individuals to small businesses. The budget for video editing jobs varies, with numerous listings appearing regularly, providing consistent opportunities for freelancers.

8. Thumbtack:

www.thumbtack.com

How it Works: Charges on a sliding scale tied to the value of the job.

Client Feedback: Yes, with a rating system. **Founded:** 2008.

User Base: Over 250,000 professionals. **Revenue:** Not disclosed.

Description: Thumbtack connects service professionals with clients seeking specific tasks. The competition can be intense due to the wide range of professionals. The platform is user-friendly, focusing on local services. Video editing jobs often include personal projects, promotional videos, and event footage. Clients are primarily private individuals and small businesses. The budget range varies, with plenty

of video editing jobs posted each month, making it a good platform for consistent work.

9. FlexJobs:

www.flexjobs.com

How it Works: Monthly, quarterly, or yearly subscription fees.

Client Feedback: No public feedback system. **Founded:** 2007.

User Base: Thousands of job listings. **Revenue:** Not publicly disclosed.

Description: FlexJobs specializes in remote and flexible job opportunities. The competition is relatively low due to the subscription model. The platform is easy to navigate, offering high-quality job listings. Video editing jobs include remote positions for various types of videos like commercials, social media content, and more. Clients range from private individuals to larger businesses. Budgets for video editing jobs can vary, with a steady stream of opportunities available monthly.

10. Creativepool

www.creativepool.com

How it Works: Network and job board for creative industries. Free membership, premium plans available.

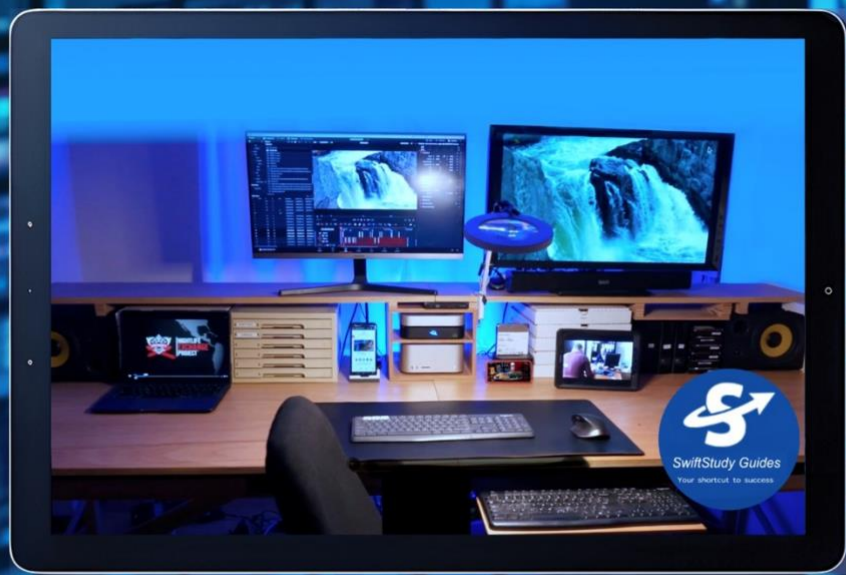
Client Feedback: Yes, with a rating system. **Founded:** 2002.

User Base: Not specified. **Revenue:** Not publicly disclosed.

Description: Creativepool combines networking with job listings for creative professionals. The platform is user-friendly with options for free and premium memberships. Freelancers face moderate competition. Video editing jobs include diverse projects from corporate videos to creative campaigns. Clients range from startups to established businesses. Budgets for video editing jobs vary, with a consistent flow of listings, making it a valuable resource for creatives seeking varied projects.



WORLD CLASS EDITING DESK COMPLETE PLANS



JD Freedman

MAKE MONEY EDITING VIDEO

**JUMP-START YOUR MEDIA CAREER: THE MISSING
PIECE OF THE PUZZLE FOR ASPIRING VIDEO PROS.**

Unlock the ultimate toolkit for media-production professionals with the first in this series of innovative, interactive guides. Focused primarily on video editing, yet packed with valuable, success strategies relevant to all media roles—from cameramen to producers

Our fast-track, step-by-step cheat sheets are designed to help you quickly tap into new income streams and skyrocket your earning potential. This interactive approach empowers each individual to choose their own path, offering customized guidance tailored to support a broad range of users—from beginners just starting their career journey to experienced pros looking to expand their earning potential.

More than just an eBook the guide and its website serve as an information hub that combines advice based on decades of experience with real-time online opportunities—featuring hundreds of interactive links to income sources, videos and career advancement resources across the media industry.

JD Freedman

