

# MAKE MONEY EDITING VIDEO

THE ULTIMATE HUB FOR CREATIVE PROS



"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 Filmmker

**Swift Study Guide #1**

**Make Money Editing Video**

**[Introductory Video](#)**

**Swift Study Guide #1**

**Make Money Editing Video**

**Top Rated on Upwork in 90 Days**

**By**

**JD Freedman**

Published by BrandCom TV

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For permissions and other inquiries,  
contact [SwiftStudyGuides@Gmail.com](mailto:SwiftStudyGuides@Gmail.com)  
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## 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.





"Sometimes it's the journey that teaches you a lot about your destination."

- **Drake** (Rapper)

## **CHAPTER 2**

### **Finding Your Niche**

Assuming you focus on path A, B or C you will probably be happy to find any work available to start gathering credits and gaining experience. I would encourage you to first consider what specific subset of work within your chosen category is your top choice?

1. Within category C would you prefer TV Commercials over Corporate Video? If so, why?
2. Conduct research and see how the niches within your chosen category differ?
3. Which tend to pay the most money?
4. Which tend to have the longest term of employment per production?
5. What type of work is most available within your current location and time schedule?

Take the time to consider what type of production calls to you? You're about to embark on a journey that could last the rest of your life. It might make sense to consider all your alternatives and their potential consequences so you can map out the best possible route to your ultimate destination. The path that you choose at each fork in the road begins a new chapter in the tale that will ultimately become your life story. Choose wisely to help ensure that you'll reach a happy ending.

## **Benefits of Specializing**

Just imagine that you're a distributor with exclusive rights to a hot new product in high demand. You intend to distribute thru Amazon. You need to choose a video editor to create a product demo that will help boost sales on your Amazon page. What you want is an editor with a proven track record cutting successful product demo videos. A "specialist". Why a specialist? Change the scenario. What if you were a patient in need of a heart surgeon? The importance of being a specialist becomes crystal clear when it's a matter of life and death. You would never trust your heart surgery to anyone but a specialist. Sure, anyone could edit any type of video, but if you take the time to reflect on:

1. The subjects that truly interest you.
2. The types of video editing you enjoy the most, and
3. Where your natural talents lie.

You might discover your true passion which could help determine which type of video editing you want to specialize

in. If it's hard to choose just one niche, try for two or three. You might want to choose niches that are related.

## **Identifying Your Interests and Strengths**

**The Self-Assessment Test** – [C - Self Assessment Test](#) may help determine your best choice. This test is easy enough to customize for your personal use. If cooking isn't your thing but cars are, make that substitution. Take the time to reflect on your interests, skills, and experiences to find a niche that not only aligns with your strengths but also excites you creatively. Learn everything you can about that niche. Set up informational interviews with local producers in that specialty. Ask them about the pros and cons in their corner of the business.

## **Researching Promising Niches**

Browse through lists D1-3. You may see a specialty you Never considered before. Take time to explore all the possibilities and determine your best choice.

[D1 Editing Categories](#) - Most popular money-making niches

[D2 List of Niches](#) - A detailed list of top Niches

[D3 Find Work Cheat Sheet](#) with tips on finding work in your chosen niches .

Review these lists to get an idea of your top choices and determine which one may be right for you. [E - Xtra \\$](#) lists additional services you can offer clients to generate more income. [F High/Low](#) is a list of the highest paid /lowest competition niches based on our research.

## Creating Opportunity

Ultimately, you may choose two or three areas to target from the many listed. Let's say your #1 motivation is to make as much money as possible. You decide to specialize in:

1. Fundraising/Kickstarter videos
2. Cryptocurrency videos
3. How to make money online videos

You may decide to accept a portion of your payment in stock in the startup that you are making the Kickstarter video for or cryptocurrency from the Bitcoin expert. Yes, it's a gamble but the fact that the opportunity even exists is something that would probably never arise in an ordinary job. Just be sure never to risk deferring more than you can afford to lose.

## Become an expert [G Become an Expert](#)

You may decide to increase your value to potential clients by becoming an expert in your niche. Let's use Social Media Marketing Content as an example. It's currently one of the most in demand video editing specialties. I've noticed a lot of listings on Upwork recently looking for video editors with experience in social media. Many listings ask for:

- “Knowledge of YouTube algorithms, audience engagement”
- “Video editor specializing in social media platforms & SEO”
- “Please list any certifications related to this project”

These clients want a hybrid between editor and social media marketing expert. What if your Upwork profile showed that you had a certificate in social media marketing? That certification could place you ahead of other “ordinary” video editors.

## Social Media Expertise

Review the many affordable training options listed in [H. Social Media Courses](#). Even if you have limited experience as an editor, imagine the impact on a potential client if they saw that you are not just a video editor but also an expert who is certified in Social Media Marketing from HubSpot or Google!

There are a lot of courses listed there. Take it one step at a time until you feel you have enough knowledge to make a difference for your clients. But how do you know that all this studying will be worthwhile? If you do some searches for top rated social media video editors on Upwork, you'll find, that many editors with Social Media credentials are charging between \$100-\$200 an hour and quite a few have earnings over \$100,000 some as high as \$400,000. It appears that for video editors, gaining expertise in a niche like social media marketing may be worth the effort. If your editing creates an income stream for your client so that you are not just an expense but a profitable investment, you've positioned yourself well in a lucrative niche.

Taking courses and becoming certified is a great way to set yourself ahead of your competition but don't stop there. To create cutting edge content that attracts large audiences video editors must continually adapt to the ever-changing landscape of trends and viral phenomena.

**Understanding current trends** is critical for several reasons:

**1. Engagement:** Trending topics and styles attract more viewers, increasing the likelihood of content being shared.

**2. Relevance:** Staying updated ensures your content remains relevant to your audience.

**3. Innovation:** Trends often inspire creative approaches and new content ideas.

**4. Competitive Edge:** Being first or early in leveraging a trend can set you apart from competitors.

Stay up to date with current trends. Analyze Successful Instagram Reels and TikTok Ads.

For inspiration, check out lists of the most viral Instagram Reels and TikTok ads on sites like

[BuzzSumo](#), [Tubular Labs](#) and [Digiday](#).

Keep an eye on popular social media influencers and content creators to see what video editing techniques they're using.

Social media platforms are constantly rolling out new video features and editing tools. To stay ahead of the curve, follow official accounts and blogs for updates:

TikTok: @TikTokCreators

Instagram: @creators, @instagram

YouTube: [YouTube Creators](#)

Facebook: [Facebook for Business](#)

These platforms often provide insights into trending content, popular hashtags, viral videos, and emerging formats across various social media platforms.

[I Social Trend Monitoring Tools](#) lists some of the current Tools for Monitoring the latest social media trends.

By consistently analyzing top-performing content, following influential creators, staying updated on platform changes,



attending virtual events, and subscribing to industry blogs, video editors can keep their skills sharp and deliver social media videos that resonate with audiences. The key is to always be learning and adapting to the ever-changing world of social media

## **Additional Resources**

Utilize the latest Trends in Your Work. Incorporate popular styles and effects into your projects. Here are other sources you can visit to keep up dated.

<https://www.linkedin.com/advice/1/what-most-popular-video-editing-trends-content-8tn7e>

<https://vidpros.com/best-video-editing-for-social-media/>

<https://www.outsourceaccelerator.com/articles/video-editing-trends/>

<https://blog.viewed.video/10-video-editing-trends-every-video-marketer-needs-to-know>

Bonus\

We've covered a lot so far and we are just getting started. I've always thought that a person traveling through the experience of their life is like a meteor traveling through space. You can be headed along on a certain trajectory when you have an encounter that changes your course even if it's just by a few degrees. Now you are headed in a new direction and 20 years from now you'll be in a different solar system from your original destination. The point is that decisions you make early in your career can have a major long-term impact on your life so I want to offer you a "bonus tool" you may not have been exposed to in the past. I hope you find it helpful. [Decision Matrix](#)

"I had to make my own living and my own opportunity. But I made it! Don't sit down and wait for the opportunities to come. Get up and make them happen."

**- Madam C.J. Walker  
(self-made millionaire)**

## **CHAPTER 3**

### **Demo Reel: Essential Considerations**

#### **Why a demo reel is crucial for landing jobs**

Creating a demo reel is a pivotal step for any editor looking to showcase their skills and attract potential clients. A well-crafted demo reel not only highlights your technical abilities but also reflects your creativity and attention to detail. Here are the most important factors to consider when putting together a demo reel:

### **The 8 Most Important Factors to Consider**

#### **1. Showcase Your Best Work**

Quality over quantity is the golden rule. Select only your most impressive projects that demonstrate your skill and expertise. A concise, impactful reel is more effective than a lengthy compilation. Aim for a duration of 1-2 minutes, ensuring each clip serves a purpose and highlights your strengths.

## 2. Highlight Your Editing Skills

As an editor, your demo reel should reflect your proficiency in various editing techniques. This includes:

**Storytelling:** Demonstrate your ability to weave a narrative through your edits.

**Pacing:** Show your skill in controlling the rhythm and tempo of the footage.

**Transitions:** Use creative transitions that enhance the flow of your reel.

**Sound Design:** Highlight your ability to integrate audio with visuals.

## 3. Utilize Attractive Stock Footage

One advantage for a new editor is the ability to use high-quality stock footage to enhance their reel. For newcomers it can sometimes be difficult to get the opportunity to play a key role on a shoot with high production values. For a young DP working on a shoestring budget the end result of a student film that winds up on their demo reel may not inspire confidence when screened by a potential client. One advantage you have as a new editor creating a reel to showcase your editing skill is the access to high production value stock footage. Even if you don't have an extensive portfolio of original footage, cutting together a careful selection of stock footage can still be very impressive. Websites like those listed in [J - Stock Footage](#) offer stock footage often at a fraction of what it would cost to shoot something of that quality. This can be an affordable way to elevate the visual quality of your demo reel.

## **4. Incorporate Professional Titles and Graphics**

First impressions matter. Using title templates at the beginning and end of your reel can make a significant difference. Services like [Motion Array](#), [storyblocks](#) and [envato elements](#) provide templates that you can easily customize to give your demo reel a polished look. This attention to detail can set you apart from other editors through the incorporation of complex graphics and effects that you can accomplish with minimal effort. Just be sure to customize these templates so they look unique.

## **5. Tailor Your Reel to Your Audience**

Here we are reminded of the value of choosing a niche. Consider the type of clients you want to attract and tailor your reel accordingly. Clients feel safer hiring someone that can show them past work that looks like the story boards of their current project. Customizing your reel for specific audiences can increase your chances of getting hired. If you have decided on 3 complementary niches cut a reel for each.

## **6. Keep It Updated**

As you complete new projects update your demo reel. An outdated reel can give the impression that you're not active. Keeping your reel current ensures that potential clients see your latest and best work.

## **7. Include Contact Information**

End your reel with your contact information, making it easy for potential clients to reach you. Include a call-to-action inviting viewers to contact you. You may also consider adding a “bug” with your logo and phone number in the

lower right corner of the screen right from the start. After all, getting them to call that number is the whole point of the reel. Creating a compelling demo reel is a vital step in establishing yourself as a professional editor. By focusing on your strengths, utilizing professional resources, and continually updating your reel, you can effectively showcase your talents and attract the right clients.

## **Additional Resources**

For further guidance on creating an impressive demo reel, here are some articles and videos:

1. [6 ways to make your demo reel stand out](#) -

PremiumBeat offers tips on what to include in your reel and how to present your work effectively.

2. [Tips for Making a Great Demo Reel](#) - No Film School gives advice and examples from industry professionals to help you craft a demo reel.

3. [Five Things That all Great Demo Reels Have](#) Here are some tips on how to put together a great demo reel.



"If you really want to be great at something, you have to truly care about it. If you want to be great in a particular area, you have to obsess over it"

**Kobe Bryant (NBA Allstar)**



## CHAPTER 4

### **The Winning Formula for Online Platforms**

This is how I went from Zero to Top Rated on Upwork in 90 days. This same method could be applied to any of the other popular platforms that have a similar rating system. But Upwork leads the pack (over \$690 million in the last year) at about double its nearest competitor (Fiverr). Some of this may seem like minutiae but you want to apply every possible advantage to get that winning edge when competing on the world's most popular freelance marketplace. Just note this section is written with the assumption you reside in the USA. If not. Adjust accordingly.

Your first step will be to follow the instructions in [K Upwork Profile](#) to set up, first a Client and then a Freelance account on Upwork. After you have set up your Freelance account follow the instructions (K #2) to start gathering reviews from past clients and employers.

## Research:

### Understand the players before you get in the game

It helps to look at things from the client's perspective.

1. What are the clients' other choices?
2. Who is your competition?
3. What are they offering?
4. How do you expect to compete with them if you don't know?

There are two sides to Upwork. The client side and the freelancer side. You can benefit from both. Upwork allows you to set up a client account. Use this to see everything from the client's point of view. This is a great way to understand what potential clients see and how to sell to them. You can learn who else is out there, and what works for your competition. Picasso may have said it best. "Good artists borrow, great artists steal." In short if it's working for them it may work for you. That's why we set up a client account. First and use it to gather valuable information.

[L Search Process](#) Is a cheat sheet with a quicker summary of the process described below .

## Learn from the Best

Log in to your client account on Upwork. There is a search window on the top right of the page. Chose **Talent** then type in **Video Editor**, and you'll get what looks like an infinite number of search results. I tried scrolling through the whole list and gave up at page 31. If you already know your niche,

you could type in **Tik Tok Video Editor** or whatever search term you think your ideal client avatar would use. This will help to fine tune the results, but you want to go even further Upwork provides the tools. (If you've never heard of a "client avatar" this may be a worthwhile read: [M Client Avatar](#)).

Move straight down the page to the search window labeled **English level** and chose **Native or Bilingual**. Next under **Skills** Check the box next to **video editing**. Skip over to **Location** and choose **US only**. I don't bother with time zone or state.

Now moving to the left, you want to choose **Top Rated**. Below that slide the hourly rate up to 60. Move straight down the page and set **Talent Type** to **Freelancers**, **Category** to **Design & Creative** and the **Subcategory** to **Video & Animation**. Below that **Job success** gets set to **90% & up**, **Earned amount** should be set to **\$10K+ earned**.

OK. Now you are done with the settings, and you have narrowed down the search results to around 5 pages of the most successful video editors on Upwork with earnings of up to \$400K. You want to see what they have done to earn their position on this list because its where you want to be.

Starting at the top of the first page let's scroll down the list and take some notes. What stands out that you can use when you put together your own profile? The first things I notice are the **Title**, the **Job Success Score** and the **Thumbnail**. These are all things you have control over. Yes, **Job Success**

isn't under your direct control (though obviously your work does affect it) but we'll discuss the JSS in detail later.

## **Profile Title**

Let's start with the title. Which titles stand out to you? Make a note of the best ones. You may want to capture screen grabs of these pages that you can print out and then circle the best titles or other elements worth emulating. Take the time to analyze what it is about the choice of words that conveys confidence to a client? How is it that certain titles can concisely express an editor's strengths and professionalism? Note the best of what you see here and think about how you could achieve the same effect when choosing the best words for your profile title.

## **Unique Value Proposition**

That title should be a concise articulation of your Unique Value Proposition (your sales pitch or how you differentiate yourself from the competition). If you haven't taken the time to clearly define a UVP. Do it now. If you are not clear about this core aspect of your business, how do you expect potential clients to be? This may require a little soul searching about your business goals. See [N UVP](#)

The Unique Value Proposition is such a foundational part of any business that it's something you may want to take the time to clearly define. This will help you determine your target market and many other aspects of your brand identity.

Once you have your UVP in place, you've defined the core service you're going to offer the Upwork community. Write your title based on that UVP. It should concisely state what you offer and why it's better than the other editor's in this list. Something that stops the scrolling and demands a click.

For example, let's assume you are new to Upwork but not to editing. Your immediate goal is to get 10-20 positive 5-star reviews on Upwork. You might try a title that says: "Experienced editing Pro. New to Upwork. Willing to trade great editing for stellar reviews". Just make sure you can live up to any promises you make here in the title or with anything else that you represent in your profile. You can refer to this document for help: [O -Profile Title](#)

## Video Thumbnail

Next the thumbnail. If you click on the thumbnail, it launches something Upwork calls your **Video Introduction**. For most editors this will be their demo reel. If you think a personal on camera introduction would help you stand out you can try that option, even if it just serves as a brief introduction to your demo reel. The thumbnail for this video is something you set up on YouTube or Vimeo where the video is hosted.

Think about the prominence this "real estate" has! The search window you're looking at is the first part of the clients search process! Your first opportunity to compete for attention among all the other editors. This thumbnail is the biggest most colorful part of the page that you have complete control over. From the way things look on this list, it appears as if

most editors, don't even know it exists. Thanks to your research you do! Here is an opportunity to turn this into a colorful billboard that demands attention. Be creative and decide if you want to fill this with a text message, the image of that Telly award your film won last year or a beautiful product shot that typifies the kind of videos you specialize in.

1. Devise a unique, creative idea to urge clients to click on this thumbnail
2. Make sure the video it launches delivers on the Thumbnail's promise.

Follow these steps to change the Video Introduction on your Upwork profile:

Prepare your new video on YouTube or Vimeo:

Upload your Video Introduction and set the desired thumbnail.

Copy the URL of your Video Introduction.

Log into your Upwork account:

Visit [Upwork](#) and log in with your credentials.

**Navigate to Your Profile:** Click on your profile picture or name in the upper-right corner to access your profile.

Insert the Intro Video:

In the middle of the left column of your profile, to the right of "Video Introduction" there is a plus sign (+) where you can add new content.

Click the plus sign (+) and paste the URL of the Video Intro you copied earlier.

Save changes:

Ensure all changes are saved.

Verify that the Video Introduction and updated thumbnail appear correctly.

## **Job Success Score**

The next thing we noticed when scanning down this list of profiles was the job success score. This is a very important part of your profile. Once again consider the clients perspective. A client is reviewing profiles and has narrowed it down to two editors. Editor A with 80 jobs to his credit has a JSS of 85%. While Editor B has completed 120 jobs and has a JSS of 100%! That says a lot. Wow what an endorsement! Anyone in business knows how difficult it can be to keep clients happy. For editor B to have completed that much work without a single complaint means he must hold himself to a high standard. The client is sold. Without ever talking to either editor. He saw that JSS, read 10 positive reviews from Editor B's past Upwork clients and has decided on editor B.

So how does one achieve this great rating? Just make sure your clients are always pleased? Well sort of, you will need to complete 5 jobs with good reviews before you can qualify. Remember, good reviews are not always automatic. It helps to check in with your client during the job to make sure they feel they are being heard and your work is living up to their expectations. As things progress if you feel the job is going well, or better yet, if they tell you they are happy, you may want to mention how important the review is to you. It's more valuable than a tip. It carries the same weight as word-of-mouth advertising because in a way that's what it is. The

unbiased word of another client. So, it is always wise to check in with your client and listen carefully. Be sensitive to not only what they say but how they say it. I always try to go above and beyond to keep clients happy. I feel it pays off in the end.

Another thing to consider about the value of the JSS is the damage that can be done by a single bad review. We examine this in detail in [P- JSS](#). Review this Upwork page again to see how many of these top performers have a JSS of 100%.

## **Detailed Analysis**

You may want to click into a few profiles of top performers to do a thorough examination. If you have decided on your niche why not do a search for that type of editing and engage in a close analysis of the top earners in that specialty?

1. How do they represent themselves? Every detail may be important.
2. What does their picture look like?
3. Are they fully utilizing the potential of that precious thumbnail space?
4. What about their Title or Profile Overview? Are they using keyword phrases in those areas that could help them appear at the top of the list when clients search for their specialty?

Try running a few searches with slightly different search terms. You may try “Facebook Editor”, “Social Media Content Editor” or “YouTube Editor” Can you identify any profiles that come up again and again near the top of the list?



If so, why? You may want to capture a screen grab of a few of the top performing profiles. This will give you the chance to closely study their profile to discern how they consistently show up at the top of search pages.

Use this analysis for creative inspiration not plagiarism. Also make use of the extensive resources, training videos and webinars that Upwork makes available. Now that you understand the logic behind a close examination – have at it. Take notes and be inspired to set yourself up for success. Remember with these type of freelance marketplace websites it's pretty much a level playing field. We all have the same blank profile template to start with. Make your best effort to fill yours out in a way that will make it shine and rise above the competition. Consider the vital influence Long Tail Keywords and other best SEO practices could have on the Upwork Search Algorithm. These and other important considerations may play a vital role in helping your profile show up at the top of a search list. Which can have a positive impact on your potential earnings.

## **My Approach**

When I first got started on Upwork my focus wasn't money. I was working for reviews. I dropped my rate from the \$100/hour that I had been making as a producer to \$25. Not per hour but per project! I was just anxious to get on the platform and have an opportunity to exceed my client's expectations ... and it worked. I looked for flat rate jobs at first and never asked for a deposit I always let the client pay everything at the end. Then after I had collected the first 10 glowing reviews I started charging by the hour and slowly

worked my rate up in \$5 and \$10 dollar jumps over a period of time until it got back to where it belongs.

## Overview “Hacks”

But even at the beginning with that low flat rate I didn't dare start “naked” with no reviews. Upwork allows you to have outside clients post reviews on your profile. So, I sent the link that Upwork provides to 10 past clients asking them to give me a positive review. If you don't have any past editing clients available you can ask bosses, coworkers or others to write about your admirable work ethic, organizational skills or punctuality. Whatever they can honestly say to endorse you. A few short positive reviews on an otherwise sparse profile can make a world of difference. These reviews show up at the bottom of your profile.

But! There is a way to move them to the top! I copied three of the best reviews from the most prestigious clients to begin my description and pasted them into the **Profile Overview** section. This appears right at the top of the page. So even though I was brand new on the site without a single review from an Upwork client, the first thing people saw when they opened my profile was great feedback from satisfied clients.

I then tied those statements into the rest of the overview with: “Your total satisfaction is my number 1 priority. Please give me the opportunity to exceed your expectations and add your great review to my long list of satisfied clients.”

See! I'm giving notice before they see anything else that I'm "here for your review". I state the "terms of the deal" from the outset. You could use a similar line to tie quotes from your past clients to the body of your Profile Overview. Keep the overview short but make every word count and double as a keyword that improves your search ranking. Your task here is to use just a few paragraphs to describe your abilities, accomplishments and the Unique Value Proposition that sets you apart from all the other choices that will show up in an Upwork talent search.

So now, with the inspiration you've gained from your analysis of the best of the best, it's time to fill out your Upwork profile. Use everything you've learned so far. Just work your way down the profile page and fill it all in. It should be pretty self-explanatory but if you have any questions click on the big question mark on the top right of the page. This will open a whole range of resources to explore.

Once you have your profile 100% filled out. You will want to start searching the job listings for video editing work. You can make this quicker by setting up a daily feed that sorts through all the listings and only forwards those that meet the criterion you have established. If you are based in the US you have some other advantages.

## **Upwork US-Only Daily Job Feeds**

Upwork operates in over 180 countries around the world. Freelancers in the United States have a significant advantage

as they qualify for "US-only" job listings. Clients in the US who prefer to hire local talent can restrict applications to US-based freelancers. These clients typically offer higher pay rates compared to clients from other countries such as India.

To help US-based freelancers maximize their opportunities, here's a guide on how to set up daily job feeds for US-only video editing jobs on Upwork.

## **Setting Up a Job Feed for US-Only Video Editing Jobs**

### **Step 1: Log into Your Upwork Account**

Go to [Upwork](https://www.upwork.com) and log in with your credentials.

### **Step 2: Navigate to the Job Search Page**

Click on the "Find Work" tab in the top menu.

Select "Find Jobs" from the dropdown menu.

### **Step 3: Enter Your Job Search Criteria**

In the search bar, type "video editing" or any specific keywords related to your niche.

### **Step 4: Apply Filters to Your Search**

On the left side of the search results page, you will see various filter options.

Under "Client Info," select "Client Location" and choose "United States."

### **Step 5: Save Your Search**

After applying the necessary filters, scroll to the top of the search results page.

Click on the "Save Search" button located next to the search bar.

Name your search (e.g., "US-only Video Editing Jobs").

## **Step 6: Set Up Daily Job Alerts**

Once your search is saved, go to your "Saved Searches" by clicking on your profile picture in the top right corner and selecting "Saved Searches" from the dropdown menu. Find your saved search and click on the "Job Alert" toggle to turn it on.

You will start receiving daily email notifications with new job postings that match your criteria.

## **Step 7: Monitor and Apply**

Regularly check your email alerts for new job postings. Apply promptly to the jobs that match your skills and preferences to increase your chances of getting hired.

By following these steps, you can streamline your job search process on Upwork and focus on higher-paying, US-only job opportunities in video editing.

One thing I must emphasize is responding Promptly! I never bother applying to jobs that are more than a day or two old. Even though clients will sometimes take a few days to decide between freelancers. If it's a high paying job, there will often be 25-50 applicants by the end of the day. I tend to wake up early and make my Upwork job search the first order of business. The listing shows when it was posted and if you can get a proposal in within the first half hour before the client is swamped with applications you have a much better chance that your application will be read.

Be sure to fully utilize these:

## Upwork Resources

The help center <https://support.upwork.com/hc/en-us>

The Forums [https://community.upwork.com/t5/Forums/ct-p/member-to-member discussion](https://community.upwork.com/t5/Forums/ct-p/member-to-member%20discussion)

The Academy

<https://community.upwork.com/t5/Academy/ct-p/Academy>

And a list of other options from:

chat <https://support.upwork.com/hc/en-us/requests/>

to the Upwork YouTube channel <https://www.youtube>

There are webinars and much more, just a wealth of information. Spend time exploring all these areas of interest for insights into worthwhile, best practices. This is a smart, time efficient way to begin your Upwork experience.

At this point you have an introduction to Upwork. This may serve as a model for how to register on many of the other freelance work platforms. However, different platforms have different approaches. That's the reason we've listed so many choices on this collection of lists [Q – 12 Lists](#). Each listing has a summary of what they offer and how they differ. This master list includes more than work platforms. It's divided into 12 categories of helpful resources worthy of examination. Take notes. After you have reviewed everything, decide which ones seem like the best fit for you.

### **Consider:**

1. Your market Segment (A, B or C)
2. The niche(s) that you're focused on
3. All things considered- which service offers you the best chance of success?

Yes, Upwork may be the largest marketplace, but it may have the most competition. There are some that cater to high dollar clients and are more selective when onboarding editors and another that has a working relationship with some of the top social media platforms to supply the commercials their clients need. Take your time, research carefully. Ultimately, you'll have to decide which service to start with, then fill out your profile and start searching the job listings.

At this point you're almost halfway through the book (excluding the lists). You may feel inspired or exhausted when you consider everything, we recommend you complete to maximize your chances of success. I would hope it's the former.

Here's a bonus to celebrate the fact that you've made it halfway. It's my personal list of Upwork Tricks, Tips & Hacks, to give you a HeadStart on the world's most popular freelance platform. I hope this helps you turn Upwork into your own personal pot of gold. [R - Hacks](#)

Finally reaching this point in the book brings to mind one of my favorite quotes from Johann von Goethe, a writer, poet, philosopher, politician and scientist often regarded as one of the most brilliant and versatile minds of all time.

You may question: "Why in the middle of a practical guide to editing success would this guy start quoting philosophy?" As I've mentioned before, working as a video editor has the potential to be much more than a job. It can be a form of

creative self-expression. An opportunity to collaborate with others and bring inspiring stories to life on the screen. To become an eternal student exposed to aspects of life that most people will never get a chance to see. The potential is infinite but can only be fully realized through your personal commitment to excellence.

Of all the skills and traits, you may rely on to achieve success as an editor, commitment comes first. A commitment based on positive self-belief is omnipotent in my experience. We all have ups and downs in life. There are never any guarantees, especially if you choose to pursue this craft as a freelancer. The good times are great... but the hard times can be great lessons... if you learn from them and stay on track. So, I share this quote, in the hope that it may be a source of inspiration - when needed.



## **On Commitment**

Until one is committed, there is always hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative and creation, there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising to one's favor all manner of unforeseen incidents and meetings and material assistance which no one could have dreamed would come her way. Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it.

**- Johann von Goethe**

## CHAPTER 5

### A Word of Warning

We established just how important your JSS is. Now let's take a moment to consider what you learned from reviewing [P - JSS](#) about how fragile it is. Up until this point our focus has been doing everything we can to attract and delight a client but there are two sides to that coin.

As good as Upwork is at making their platform a safe marketplace where all participants are protected, I've still run into clients that try to take advantage and, eventually, you will too. Be especially careful when bidding on flat rate jobs. I had one client that set precise parameters on a flat rate job and even though I gave him exactly what he requested; he wasn't pleased with the result. Perhaps it was just hard for him to envision what his script would look like once it was cut together? He kept asking for endless revisions of his original concept. This clearly exceeded the parameters he had set for the flat rate job I agreed to. Parameters I had already met (in more than a few incarnations). It became clear to me

that he was using the threat of a poor review as a bargaining chip to pry extra work out of me. It's a frustrating situation. One you want to avoid. Some things to consider when submitting work for approval.

1. Always send the rough cut with time code burn in and ask the client to reference time code for changes.
2. Submit changes through Upwork messages.
3. Avoid phone reviews of the work, with no written proof to support your side.

It's advisable to read through the terms of service agreement that you accept when you sign up with Upwork. You may want to also read the "Trust and Safety" section of the help center and browse the forum where you can search for valuable tips from experienced Upwork freelancers.

Fortunately, problem clients are rare, but they do happen so when a client interviews you, in the back of your mind, you should also be interviewing them.

There are a few things to watch for. Upwork requires that all interactions happen through their website prior to accepting a contract offer. If the client asks you to conduct interviews, review footage or do anything else outside of Upwork prior to making a job offer, politely explain that you can't because it is in violation of Upwork's terms of service agreement. This is also your notice to be on guard. Maybe the client is new to Upwork and unfamiliar with the rules. But if not, it may be wise to read their reviews from past freelancers. Once you start working if they ask to send instructions through direct email or some other channel I will usually say.

“You know I have had trouble with that in the past because when there is more than one channel of communication it can be confusing, and time consuming to go back and forth and try to determine which is the latest email, so let’s just please stick to Upwork messages.”

By avoiding phone calls and keeping all communication as written text on the Upwork website, you’re covered. If a dispute arises Upwork staff can readily review all communication and see if the client was asking for more than you agreed to. It’s also easier for them to determine if the client was the source of flawed communications that caused a misunderstanding.

I have found that when working remotely clear communication is key. A little bit of caution goes a long way. It’s important to get a complete understanding of what the client is asking you to commit to before you begin working, especially on flat rate jobs. If your instinct tells you at the beginning that it’s not heading in the right direction your time might be better spent bidding on something else rather than getting entangled in a time-consuming mess that may also damage the JSS that you have worked so hard to achieve. You may have clients’ outside of Upwork. Ones that make you appreciate Upwork’s payment guarantee.

It’s best to be clear and consistent with clients about your payment expectations. I had a steady client for years who was a slow payer. Finally, after months of waiting to be paid I contacted him and said “I can’t make my credit card payment

by the due date because of all the money you owe me. I always pay my bills on time but now I can't because you won't pay yours. So, this credit card interest will be your expense. I'll charge you 18% on the balance due until it's paid in full. I got a check the next day. We kept working together for years. I realized that his late payment was my fault for not clearly stating my terms.

Of course, this isn't an issue when working online through sites like Upwork. However, in the "real world" you can avoid this kind of misunderstanding by clearly stating your terms in an employment agreement that you review with the client and have them sign. I've attached a basic contract that you can alter for your use. [S Agreement](#) This next link has a few helpful articles about contracts with downloadable forms. It's a bit overkill for most jobs but could be helpful to pull out of your back pocket at some point in the future as your career evolves. [T Legal Matters](#)

"In the middle of every difficulty lies opportunity"

- **Albert Einstein**

## **CHAPTER 6**

### **Writing Winning, Proposal Letters**

A complete and impressive profile is an important part of your online success. But your proposal letter may be the single most important way of convincing a potential client that you are the best candidate for the job. This chapter provides an in-depth examination of the art and craft of creating a winning proposal letter.

#### **Quick Tip**

The elements of a proposal are the same on any platform but here is a quick tip I use on Upwork. The client's name isn't usually included in their job offering. Imagine if you were the client, plowing through a pile of proposals and one of them addressed you by name. It might get your attention! To ferret out this information scroll down to the client history at the bottom of the job listing and read the reviews. With luck one of the Freelancers will start their review by saying, "Sue was

a pleasure to work with” Bingo. That’s what you needed. Now you can start your Proposal: “Dear Sue”. Just another little hack to move you closer to the front of the line.

## **Proposal components**

### **1. Purpose**

The goal of your proposal letter is twofold: first, to demonstrate that you understand the client's needs and can meet them effectively; and second, to showcase your unique skills and experience in a way that positions you as the ideal candidate for the job. In the following sections, we'll break down the key elements of a winning proposal letter and provide you with the tools to craft proposals that get results.

### **2. Understanding the Client's Needs**

Before you begin writing your proposal, it's crucial to thoroughly analyze the job posting. Pay close attention to:

1. The specific tasks or deliverables required
2. Technical requirements (software, file formats, etc.)
3. Intended Audience
4. The client's goals for the project
5. Deadlines or time constraints
6. Budget information (if provided)

**As you read, try to identify the client's pain points.**

1. Are they struggling with a tight deadline?
2. Do they need specialized skills for a complex edit?
3. Are they looking for someone who can bring creative ideas to the table?

Understanding these underlying needs will allow you to tailor your proposal directly to the client's situation.



### 3. Structuring Your Proposal Letter

A well-structured proposal letter typically includes three main parts:

**Opening:** Your opening sentence should grab the client's attention, clearly acknowledge a key element from their ad so they know this isn't a generic "form letter" and establish a connection. For example: "Your project for a dynamic sports highlight reel caught my eye, as I've recently completed similar work for a professional team."

**Body:** This is where you'll address the client's needs, showcase your skills, and provide evidence of your expertise. We'll delve deeper into this in the following sections.

**Closing:** End with a clear call to action and express your enthusiasm for the project. For instance: "I'd love the opportunity to discuss your project further. When would be a good time for a quick call this week?"

### 4. Highlighting Your Relevant Experience

When discussing your experience, focus on aspects that directly relate to the client's project.

For example, if the client needs a wedding video editor, you might write: "I've edited over 30 wedding videos in the past year, each delivered on time and to rave reviews. My expertise in crafting emotional narratives from hours of raw footage guarantees the importance and emotion of your special day will be portrayed beautifully." You may also include links to relevant past work within the body of the letter to display your expertise in this specialty.

Use concrete numbers and achievements whenever possible. This adds credibility to your claims and helps the client visualize your capabilities.

## **5. Demonstrate Your Understanding of the Project**

Show the client that you've not only read their job posting but have also thought critically about their project.

1. Restate key project points in your own words
2. Ask intelligent questions that show your expertise
3. Offering initial thoughts or ideas for the project

For instance: "I understand you're looking to create a 2-minute promotional video highlighting your new product line. Have you considered incorporating customer testimonials to add credibility and objective proof of performance?"

## **6. Addressing the Client's Pain Points**

Directly addressing the challenges mentioned in the job posting demonstrates your attentiveness and problem-solving skills. If a client expresses concern about a tight deadline, you might say:

"I noticed your emphasis on the project's urgent due date. With my streamlined workflow and experience in rapid turnaround edits, I'm confident I can deliver a polished final cut within your 72-hour deadline."

Offer solutions based on your experience. For example, if a client mentions struggling with organizing large amounts of footage, you could write:

"I've developed a systematic approach to managing extensive footage libraries, using advanced metadata tagging and smart collections. This method has saved my clients countless hours of post-production expense."

## **7. Showcasing Your Unique Value Proposition**

Explain what sets you apart from other editors. This could be:

1. Specialized skills or software proficiency
2. Unique experiences or background
3. Your approach to client communication
4. Additional services you offer

For instance: "Beyond my editing skills, I've completed courses in motion graphics design. This allows me to create custom animated elements that can elevate your video's production value without the need for additional contractors."

## **8. Keep It Concise and Impactful**

In most cases, your proposal should be no longer than 2-3 paragraphs. Every sentence should add value and move your application forward. Here are some tips for concise writing:

1. Use active voice and strong verbs
2. Avoid unnecessary adjectives and adverbs
3. Break up long sentences for easier reading
4. Use bullet points for lists or key information

Remember, the client may be reading dozens of proposals. Make yours easy to skim while still conveying all necessary information.

## **9. Personalizing Your Approach**

Take time to research the client or company before writing your proposal. This extra effort can pay off in creating a more tailored, memorable application. You might reference:

1. The client's previous work or projects
2. Their company values or mission statement
3. Recent news related to their business

## **10. Proofreading and Polishing**

A proposal with spelling or grammatical errors can quickly undermine your professional image. After writing your proposal:

1. Read it aloud to catch awkward phrasing
2. Use grammar checking tools.
3. If possible, have a colleague review it for you
4. Check that all specific details (e.g., project name, client name) are correct

## **11. Following Up**

After submitting your proposal, it's often appropriate to follow up if you haven't heard back within a reasonable timeframe. However, be mindful not to come across as pushy. A polite follow-up might look like this:

"I hope this message finds you well. I wanted to touch base regarding the video editing proposal I submitted. I'm still very excited about the possibility of working on your project. Please let me know if you need any additional information from me."

Even if you don't get the job, maintain a professional attitude. Thank the client for their consideration and express interest in future opportunities. This leaves the door open for potential work down the line.

## **12. Example Proposal Letter**

Here's a sample proposal letter incorporating the elements we've discussed:

"Dear [Client Name],

I saw your job posting for a series of product demonstration videos. My expertise is creating engaging, informative content for e-commerce brands. I recently completed a similar series for [Previous Client], which resulted in a 30% increase in their online sales conversion rate.

[\(insert video link\)](#)

You mentioned challenges with maintaining consistent branding across multiple videos. I've developed a custom template system that ensures visual consistency while allowing for product-specific customization. This approach has saved my clients significant editing time and money and strengthened their brand identity.

I'd love to discuss your project in more detail and share some initial ideas I have for helping video views convert to product sales. When would be a good time for a brief call this week?

I Look forward to becoming the trusted collaborator you can rely on for effective product videos.

Best regards, [Your Name]"

## Conclusion

Crafting an effective proposal letter is a skill that improves with practice. By focusing on the client's needs, showcasing your relevant experience, and clearly communicating your unique value, you can create proposals that stand out in a crowded marketplace. Remember to keep your writing concise, personalized, and error-free. With these techniques, you'll be well on your way to landing more video editing jobs and growing your freelance career.

For more in-depth advice, Upwork's own blog and community forums can be valuable resources for current, platform-specific advice.

## Additional Resources

<https://www.upwork.com/resources/how-to-create-a-proposal-that-wins-jobs>

<https://www.upwork.com/resources/leading-voices/write-proposals-freelancer-advice>



"Only you and you alone can change your situation. Don't blame it on anything or anyone."

**- Leonardo DiCaprio**



## CHAPTER 7

### **Building a Video Editor's Portfolio Website**

As a video editor, having a strong online presence is crucial for showcasing your skills, attracting potential clients, and building a successful career. One of the most effective ways to do this is by creating a professional portfolio website. In this chapter, we'll walk you through the process of building a portfolio website that will help you stand out in the competitive world of video editing.

### **Determine Your Website's Purpose and Goals**

Before you start building your portfolio website, it's important to have a clear understanding of its purpose and the goals you want to achieve. Ask yourself the following questions:

What do I want to showcase on my website?  
(your best work, client testimonials, services offered)

Who is my target audience?

(potential clients, collaborators, employers)

What actions do I want my visitors to take?

(contact you, hire you, subscribe to your newsletter)

By answering these questions, you'll be able to create a website that is tailored to your specific needs and effectively communicates your value to your target audience.

## Functionality

Make a “wish list” of everything you may want your site to do. Is it going to just be a way for clients to view your past work? What does that mean? Only video or do you also want to display writing and still photography? Put it on the list. What else? Do you want to include your portrait or perhaps an artist’s statement video that details your creative process? Maybe you want to include a resume or a brochure that visitors can download and print. You may want to include links to other sites where your work is currently in use by past clients. Think of what will wow potential clients without wasting their time.

Develop an outline or flow chart that includes all or your websites desired functionality to keep you on track through the development process. You can review other sites to get ideas. Remember, “**Keep It Simple Stupid**”. You **don’t** want to needlessly complicate the site and add to its expense. You **do** want to create a site that’s a great sales tool to impress potential clients.

## Choose a Hosting Platform and Domain Name

The next step is to choose a hosting platform and a domain name for your website. There are several options available, such as WordPress, Squarespace, Wix, building a custom website from scratch using HTML, CSS, and JavaScript or hiring a web site designer. Perhaps you could find a designer that you can barter with, providing editing services in exchange for their website design expertise.

When selecting a hosting platform, consider factors like ease of use, customization options, and the overall cost. Are you going to hire an expert or attempt this on your own? I've tried all these options in the past. I found that **Wix** is the best all-around solution to meet my individual needs. As for your domain name, choose something that is relevant to your brand or UVP, and easy to spell and remember.

## Design a Visually Appealing, Responsive Layout

Your portfolio website should be visually appealing and easy to navigate. Invest time in using a layout that showcases your work in the best possible way. Consider using a clean, minimalist design with plenty of open space to allow your videos and images to take center stage. Remember ours is a visual artform so you may want to avoid pages crowded with text. Ensure that your website is responsive, meaning it adapts seamlessly to different screen sizes and devices. This is crucial, as people often access websites on their smartphones and tablets.

## Curate and Showcase Your Best Work

The heart of your portfolio website is your work. Carefully select the best examples of your video editing skills and present them in a visually appealing and organized manner. Consider using high-quality thumbnails, video players, and descriptions to provide context and highlight your expertise. Arrange your work in a way that tells a story and highlights your strengths as a video editor. Use a gallery that has space for a short, written case history of each work sample so you can detail how your unique approach or contribution had a positive impact on your client's success. What makes your work unique? How can you differentiate yourself from others in the marketplace? The clever layout, design, functionality, and content of this website all combine to create your personal "Performance Space" on the World Wide Web. This is your opportunity to SHINE! Give it all you've got.

## Provide Relevant Information and Calls to Action

In addition to showcasing your work, your portfolio website should also include information about your services, experience, and contact details. Including the following:

An **About Me** section that highlights your background, skills, and approach to video editing

A **Services** section describing the editing services you offer

**Testimonials** or client reviews to build trust and credibility

A clear **call to action**, like a contact form

Remember to keep your website content concise, engaging, and easy to navigate.

## **Optimize for Search Engines/Promote Your site**

1. To ensure that your portfolio website is easily found by potential clients, optimize it for search engines. This includes using relevant keywords in your content, meta tags, and file names, as well as ensuring your website is mobile-friendly and loads quickly.
2. Promote your website through various channels, such as social media, professional networking platforms, and industry-specific directories.
3. Engage with your target audience, share your work, and build relationships to drive traffic to your website and generate new business opportunities.
4. Become an active contributor on relevant industry forums. Find opportunities to be helpful to others. Remember- Know, Like and Trust. Becoming known as a positive, helpful member of an online community may lead to relationships within the group.
5. Ask others (online or at local events) if they would be willing to review your site and offer feedback. You may benefit from objective feedback from other production professionals. Who knows? They may be so impressed that they recommend you to others.
6. Can you increase traffic by setting up backlinks from the sites of other, non-competitive professionals that you know in the local production community? Perhaps you can share complementary links with the websites of a friend who is an up-and-coming Director of Photography or a local scriptwriter?

Add helpful informational content to your site, such as Storage space calculators based on video resolution, duration, and format or templates for project timelines, shot lists, and budget trackers. Think of items you can offer to be helpful to the production community and encourage repeat visits. The increased traffic will improve your site's ranking in search engine results."

Follow these steps to create a portfolio website that showcases your video editing skills, attracts your target audience, and helps you achieve your goals.

The number of options available to create a website seems to expand on a nearly daily basis so you may want to closely consider the latest alternatives. As I mentioned earlier, based on my research, and personal experience I think Wix is a good option. I will review why in detail in a moment, but the over-riding reason is that it is user friendly enough for you to easily update almost every aspect of the site. It is simple for you to replace the videos on your portfolio page with your latest masterpiece or update your resume to include the job you just completed. While the great variety of Wix templates makes it easy to create a basic site on your own I have found an even better solution. Wix is such a popular website builder worldwide that I was able to find a really talented web designer in Pakistan, Nasir Ali. He is affordable enough that it makes a lot more sense for me to just let him build the site for me. Once he has quickly put together what it would take me weeks to accomplish, I can always do the simple updates on my own. What makes Nasir Ali great to work with is his

positive attitude and willingness to do whatever is required to get the results I desire which in this case went beyond his mastery of the Wix interface to write custom code that he integrated into my website. His “can do attitude” is the same approach that has been so successful for me on Upwork and why I am happy to recommend him to anybody. You can find Nasir Ali at [wixmentor.com](https://wixmentor.com) or contact him on Whats App at +92 349 899 66626. But as I mentioned earlier here are all the reasons why I prefer Wix.

## **Wix Video App**

Wix offers a dedicated Video App that allows video editors to showcase their work in a variety of customizable layouts and designs. This makes it easy to present your video portfolio in a visually appealing and professional manner.

## **Professional Templates**

A wide selection of templates that are specifically designed for creative professionals. These templates prioritize showcasing video content in a modern, upscale way.

## **Robust Video Integration**

Wix makes it simple to upload your video content directly to the site or embed it from platforms like YouTube and Vimeo. This flexibility ensures your videos are presented seamlessly.

## **Extensive Customization**

As a highly powerful and flexible website builder, Wix gives you full creative control to customize every aspect of your site with a simple user interface. You can tailor the design,

layout, and functionality to match your unique brand and portfolio without having to write code.

## SEO and Marketing Features

Wix provides robust SEO and marketing tools to help video editors gain visibility and attract potential clients online. Use Google Keyword Planner to identify the keywords and phrases that potential clients use when searching for video editing services. Incorporate these keywords in a natural manner throughout your website content.

Features like branded email marketing, ad campaigns, and social media integration are invaluable.

In summary, Wix stands out as a good choice for video editors seeking a modern, upscale, and professionally designed website to showcase their portfolio. The combination of the Wix Video App, high-quality templates, and extensive customization make it a great option.

## Creative Inspiration

For creative inspiration explore the internet and view a variety of website designs to ignite creative ideas for your site. You can look through the gallery of webby award winners <https://winners.webbyawards.com>.

Or you may want to visit [behance](#). Under **Creative Fields** choose **Web Design** then enter **video editors editing** in the search window on the top of the page and look through the many different websites to get ideas.



You could search for the top editors in your chosen niche and look through their websites to see what inspires you. Consider your target market, the content you want to display to them and design a website that will best represent you. Or you can hire an experienced pro website designer through Upwork, or Fiverr. Based on my own experience customizing a Wix template into a site you love is totally “doable”.

I’m not the ultimate authority. You are the only one who can decide the best route to your destination so here are some articles that explore different website builders and offer different perspectives for you to consider in planning your site.

## **Additional Resources**

9 tools for creatives to make an online video [portfolio](#)

20 Best Filmmaker [Website Examples](#) We Love

[Video Portfolio Book](#): Best Examples for Editors & Videographers

Creating a graphic design [portfolio website](#)

How To [Build A Portfolio](#) Website That Shines

"If people like you they will listen to you, but if they trust you, they'll do business with you."

**- Zig Ziglar**

## CHAPTER 8

### Writing the Perfect Video Editor Resume

As a video editor, your resume is your opportunity to showcase your technical skills, creative abilities, and the tangible impact you've made in your previous roles. Crafting a standout video editor resume requires strategic planning and attention to detail. Here are some key tips to help you write the perfect resume

#### Highlight Your Relevant Skills

The skills section of your resume is crucial for video editors. Clearly list the software, tools, and techniques you are proficient in, such as Adobe Premiere Pro, Final Cut Pro, color grading, sound editing, and visual effects. Quantify your expertise such as "Proficient in Adobe Premiere Pro with 5+ years of experience."

#### Showcase Your Accomplishments

Highlight your key achievements and their impact. Use concrete numbers to demonstrate your abilities, such as

"Edited 20+ videos that collectively received over 1 million views on YouTube" or "Reduced video production turnaround time by 30% through efficient workflows."

## **Tailor Your Resume to the Job:**

**Research** the specific requirements of the video editor role you are applying for and customize your resume accordingly. Match your skills, software, and achievements to the needs of the job description. You want to show the employer that you are exactly what they are looking for to fill this role.

## **Optimize Your Resume Summary:**

Your resume summary is prime real estate to make a strong first impression. Craft a concise, impactful statement that captures your video editing expertise, accomplishments, and fit for the role. Use this section to grab the reader's attention,

## **Include Your Video Editing Portfolio:**

As a video editor, your work samples are crucial. Consider including a link to your reel in your resume's contact information section. This allows the employer to easily view your creative work and editing skills in action

While preparing your resume, it's essential to gather and organize all relevant information about your skills, accomplishments, and experiences. This not only ensures that your resume is comprehensive and tailored to the job you're applying for but also provides a solid foundation if you decide to use a professional resume writing service. By following the steps outlined in this chapter, you will have all

the necessary details in place, making it easier for a professional service to optimize your resume with the right keywords and formatting to pass ATS filters. Professional resume services, such as those listed below, often provide significant advantages when it comes to crafting resumes that can successfully pass through Applicant Tracking Systems (ATS). Ultimately, this combination of thorough preparation and professional optimization can significantly boost your chances of landing your dream job in this competitive field.

## **Why Using a Professional Resume Service is Beneficial:**

### **1. Keyword Optimization:**

Professional resume writers are skilled in understanding the specific keywords and phrases that ATS algorithms look for. Large companies, including studios and networks, often use ATS to filter out resumes that do not meet certain criteria.

### **2. ATS-Friendly Formatting:**

They ensure that your resume is formatted correctly, avoiding complex layouts that might confuse ATS software. This includes proper use of headers, bullet points, and clear, concise language.

### **3. Industry-Specific Insights:**

Resume professionals often have insights into what employers in specific industries are looking for. They can tailor your resume to highlight the most relevant skills and experiences for roles in video editing.

#### **4. Polished Presentation:**

A professionally crafted resume has a polished and professional appearance, which can make a strong first impression. It is also free of grammatical and typographical errors.

#### **5. Time Efficiency:**

Using a professional service saves you time and allows you to focus on job applications and interviews rather than perfecting your resume.

By combining your meticulous preparation from this resume writing chapter with the expertise of a professional resume service, you can create a powerful tool that not only showcases your abilities but also maximizes your chances of securing an interview. This dual approach ensures that you are well-prepared and professionally represented in the job market. Here are a few to consider

<https://www.tealhq.com/resume-example/professional-video-editor>

<https://resumegenius.com/>

<https://www.resume.com/>

<https://zety.com/>

<https://topresume.com/>

**Additional Resources:** For more detailed guidance and resume examples, check out these resources:

<https://enhancv.com/resume-examples>

<https://www.kickresume.com/en/help-center/video-editor-resume-samples/>

<https://skillhub.com/resume-examples/video-editor-resume-sample>

## Writing a resume for an editor w/limited experience:

### Choose a Functional or Combination Resume Format

**Functional format** - Focuses on your skills and abilities rather than work experience. Good for entry-level video editors or those changing careers.

**Combination format** - Balances your skills and work history. Ideal for video editors with 3-10 years of experience.

### Highlight Your Relevant Skills

1. List the video editing software, tools and techniques you are proficient in, such as Adobe Premiere Pro, Final Cut Pro, color grading, sound editing, and visual effects.
2. Quantify your expertise where possible, such as "Proficient in Adobe Premiere Pro with 2+ years of experience."

### Showcase Relevant Projects and Accomplishments

1. Include any notable video projects you have worked on, even if they were unpaid jobs or internships.
2. Highlight your role and contributions to the project. Provide metrics if possible, such as views, engagement, or awards received.
3. Use strong action verbs to describe your accomplishments, such as "edited", "produced", "created", "collaborated", etc.

### Include an Impactful Resume Summary

1. Write a concise 2-3 sentence summary highlighting your video editing skills, relevant projects, and career goals.
2. Tailor your summary to the specific role you're applying for.



## **Add Relevant Education and Certifications**

1. List your video production or film degree, including your GPA if it is high.
2. Include any relevant coursework, projects, or awards
3. Add any certifications, such as Adobe Certified Expert in Premiere Pro.

By using a functional or combination format, emphasizing your skills and relevant projects, and tailoring your resume to the job, you can create an effective resume even with limited professional experience. The key is to highlight your potential and passion for video editing.

Here are two sample resumes: one using the Functional format and the other using the Combination format.

## Sample Functional Resume

### [Your Name]

#### Objective

Dedicated and creative video editor seeking to leverage multimedia expertise and passion for storytelling to contribute to engaging video content at [Company Name].

#### Skills

- **Video Editing Software:** Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve
- **Audio Editing:** Audacity, Adobe Audition
- **Graphic Design:** Adobe Photoshop, Illustrator
- **Animation:** After Effects, Blender
- **Project Management:** Trello, Asana

#### Relevant Projects

Short Film “Dreamscape”

*Role: Lead Editor*

Edited a 20-minute short film using Adobe Premiere Pro

Collaborated with director and cinematographer to achieve desired visual effects

Received positive feedback for seamless transitions and pacing

YouTube Channel “Tech Reviews”

*Role: Video Editor*

Edited weekly video reviews on latest technology gadgets

Enhanced videos with graphics and animations using After Effects

Increased channel’s subscriber base by 20% through engaging content

#### Education

##### **Bachelor of Arts in Film and Media Studies**

*University of [University Name], [Year of Graduation]*

Relevant Coursework: Video Production, Digital Media, Screenwriting

##### **Certificate in Video Editing**

*[Institute Name], [Year of Completion]*

## Sample Combination Resume

[Your Name]

### Objective

Creative video editor with over 5 years of experience in multimedia production. Seeking to bring strong editing skills and storytelling abilities to [Company Name].

### Skills

**Video Editing Software:** Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve

**Audio Editing:** Audacity, Adobe Audition

**Graphic Design:** Adobe Photoshop, Illustrator

**Animation:** After Effects, Blender

**Project Management:** Trello, Asana

### Professional Experience

#### Video Editor

XYZ Media, [City, State]

[Month/Year] – Present

Edited promotional videos, commercials, and documentaries

Collaborated with directors and producers to achieve desired vision

Implemented motion graphics and visual effects to enhance videos

Managed post-production workflow and met tight deadlines

#### Assistant Video Editor

ABC Productions, [City, State]

[Month/Year] – [Month/Year]

Assisted in editing feature-length films and short films

Organized and managed media assets and project files

Created rough cuts and final edits as per director's feedback

Contributed to color correction and sound design processes

Education

**Bachelor of Arts in Film and Media Studies**

*University of [University Name], [Year of Graduation]*

Relevant Coursework: Video Production, Digital Media, Screenwriting

**Certificate in Video Editing**

*[Institute Name], [Year of Completion]*

Portfolio

Available at: [Your Portfolio Website]

YouTube Channel: [Your YouTube Channel URL]

The sample resumes above are only intended to show you the content. People in this field are very image oriented so you may want to use a template for the layout. There are several free or low-cost resume templates available online. Here are some links to templates that might be suitable:

## **Additional Resources**

### **Canva**

Modern Video Editor Resume:

<https://www.canva.com/templates/?query=video-editor-resume>

Simple Video Editor Resume:

<https://www.canva.com/resumes/templates/simple/>

### **Freepik**

<https://www.freepik.com/free-photos-vectors/resume>

### **Google Docs**

[https://docs.google.com/document/u/0/?usp=forms\\_home&ths=true](https://docs.google.com/document/u/0/?usp=forms_home&ths=true)

### **Novoresume**

<https://novoresume.com/>

"The positive thinker sees the invisible, feels the intangible,  
and achieves the impossible"

**- Winston Churchill**

## CHAPTER 9

### Networking Tips for Video Editors

As a video editor, networking can be a powerful way to build connections, find new opportunities, and advance your career. Remember those key words: Know, Like and Trust. That is what networking is all about. Media-centric events and conventions hosted by professional organizations like NAB, LACPUG, ACE or the local film commission or pro media organization, provide excellent networking opportunities. This chapter explores networking within the film community, in the local business community or other groups that may have a need for videos. You may find great value by joining organizations like the local Ad Federation or Chamber of Commerce. [U - AdFed](#) This could give you great exposure directly to potential clients. My membership in BNI (Business Networking International) lead to over \$50,000 of work in just the first year. Review this list of business networking groups to see if there's a local chapter in your community. [V - Business Networking](#)

Many cities, have a vibrant tech startup community with numerous networking events often sponsored by co-working spaces or innovation incubators. We talked before about the importance of gaining expertise in social media marketing. Editing fund raising films, or Kickstarter Videos is another promising specialty. But there is no need to take courses and get certified. Effective networking may be the most important skillset required to find work in this arena. Fund raising videos have become a crucial element for tech start-ups seeking capital on crowdfunding platforms such as Kickstarter and Indiegogo. For video editors, specializing in creating high-impact fundraising videos can be highly lucrative, especially when combined with innovative compensation strategies.

### **The Opportunity in Fundraising Videos**

As a video editor, creating compelling fundraising videos for tech start-ups could provide a unique opportunity. Start-ups rely heavily on these videos to attract funding. Video may convey the startup's novel concept in a more immediate and powerful manner than a white paper full of technical jargon. An entrepreneur may be willing to pay handsomely for your services if he's convinced your video will help him raise the millions of dollars, he needs to fund his tech firm.

### **Profit Potential Through Equity Compensation**

One innovative approach for video editors is to accept a portion of their payment in the form of equity or stock options in the start-up. This model has the potential for massive profits if the start-up succeeds and scales to become



a significant player in the market. Imagine holding equity in the next Apple, or other tech giant; that stock value could far surpass ordinary compensation. Just remember that 70-90% of startups will fail so only risk what you can afford to lose. This list may help you think of ways to connect to a potential tech start up client. [W - Fundraising Video Marketplace.](#)

## **Networking 101**

Let's return to the focus of this chapter – networking

### **Networking Goals**

Your goals will vary depending on your career stage. Focus only on the actions below that are relevant to you. Whether your aim is to find a mentor, a collaborator, or a new client, the same basic networking skills apply. These tips should help you make the most of every opportunity.

### **Research and Prepare Beforehand**

1. Identify the key organizations, events, and groups in your local area that are related to the production industry or your niche. Research their mission, attendees, and typical agenda.
2. Practice a concise, compelling elevator pitch that highlights your skills, experience, and why you are attending the networking event.
3. Focus on how you can benefit others.
4. Prepare questions about their work and how you might be able to assist them.

### **Showcase Your Expertise**

1. Volunteer to speak, moderate a panel, or lead a workshop at the event. This allows you to demonstrate your video editing knowledge and skills.

2. If appropriate, consider sponsoring the event or contributing content. This raises your visibility and positions you as a thought leader.
3. Bring samples of your work to share and discuss. This helps others understand your capabilities.
4. Have your reel downloaded ready to play on your phone or preferably the larger screen of a tablet. Don't rely on the internet for playback of online content.

## **Leverage Online Platforms**

1. Maintain an active presence on professional social media platforms like LinkedIn. Share your work, insights, and engage with your network.
2. Participate in online communities, forums, video editing groups. To build relationships and stay updated on industry trends.
3. Stay updated on the group's upcoming events.
4. Share valuable content, or tutorials or behind-the-scenes looks at your editing process to attract the attention of potential clients.
5. Volunteer to write articles for their newsletter or website. You can also submit articles to industry publications. Write about issues relevant to the community. Those articles could help raise your stature and expand your network.

## **Make Meaningful Connections**

1. Research the group's members ahead of time. Look for those with complementary skills, that could make good collaborators.

2. Think about the types of complementary roles and expertise you're looking for, such as cinematographers, motion graphic artists, sound designers, etc. You want to focus on establishing relationships with others that may need editing services or be able to recommend you to their clients. A cameraman I knew had shot a series of commercials for an ad agency in the Bahamas. They asked if he could recommend an editor. That one referral turned into a year's worth of work for me including a few free trips to Nassau.
3. Attend the event with a friendly attitude. Introduce yourself to people, express interest in learning about them.
4. Avoid a sole focus on yourself. Ask questions, listen attentively, look for ways you can provide value to others.
5. Exchange contact information with people you connect with. Follow up after the event to continue the conversation.
6. Make sure to bring professional business cards with you or at least be prepared to easily share your contact info from phone to phone. [X- Phone to Phone](#)
7. Offer to collaborate on pro-bono or low-budget projects to build your portfolio and network.

## **Mentors/Collaborators**

As a new member of the production community building a relationship with an established local pro can greatly accelerate your integration. By association, your mentor's 'Know, Like, and Trust' reputation will naturally extend to you. Working with a mentor allows you to be recognized as a trusted member of the community far faster than you could achieve if you had to start from scratch. Here are tips for finding potential collaborators and mentors at networking events

## **Identify Potential Mentors**

Look for experienced video editors who have been actively involved in the group for a long time or hold leadership positions. These individuals likely have significant industry experience and expertise to share. Approach them respectfully. Ask if they can provide occasional guidance or advice. Offer to assist them with projects in exchange for mentorship.

## **Observe and Assess Fit**

When interacting with potential mentors, observe their communication style, areas of expertise, and overall demeanor. Consider whether you feel you could develop a productive mentoring relationship with them. Assess whether their career path, skills, and values align with your own goals and interests as a video editor. The best mentors are those who can provide guidance tailored to your specific needs.

## **Ask for Advice and Guidance**

Don't be afraid to approach experienced editors and ask for their advice or insights. Phrase your requests humbly, such as "I'm really inspired by your work and was wondering if you might have any tips for an up-and-coming editor like me." If the interaction goes well, you can then inquire about the possibility of a more formal mentorship arrangement.

## **Leverage Existing Connections**

If you already know some members of the group, ask them to introduce you to editors they think could make good mentors for you. Existing connections can help vouch for your

abilities and interest in finding a mentor, making the introduction process smoother.

## **Send a Personalized Thank You**

After the event, send your potential mentor a personalized message thanking them for their time and insights. Mention something specific you discussed or learned from them. If you have their home or office address sending a physical thank you note can often have a much greater impact. Come up with a clever way of making the note worth saving. Perhaps include a group picture with the mentor from the night of the event. If they pin it up to their note board, it may remain there as a permanent reminder of you.

## **Suggest a Follow-Up Meeting and Stay Connected**

1. Propose a follow-up meeting, either in-person or virtually, to continue the conversation.
2. Suggest potential times that work for you. At the meeting reiterate your interest in learning from their experience and how you hope they can benefit from the mentorship.
3. Suggest ways you can assist them. check in with your network and look for opportunities to support their work.
4. Regularly attend events organized by the same groups to deepen your relationships and continue expanding your network.

## Share Relevant Updates

Over the following weeks and months, share updates with your potential mentor about your career progress, new projects you're working on, or challenges you're facing. This shows you value their guidance and keeps you top-of-mind. A film school classmate of mine kept in touch with a TV commercial director he met. That persistence paid off. Two years later the director hired my friend and I to produce and direct two corporate films for United Airlines. An assignment that involved three weeks of flying (First Class) to 13 cities across the US.

## Engage with Their Content

Follow your potential mentor on social media and engage with the content they share. Comment, share, and interact to stay connected. This helps you remain visible and shows your continued interest in their work and expertise.

## Ask Thoughtful Questions

When you do have the opportunity to reconnect, come prepared with thoughtful questions about their career, creative process, or industry insights. This signals your genuine curiosity and desire to learn from their experience.

## Summary

The key is to strike a balance between being persistent and respectful of your potential mentor's time. Focus on building a genuine relationship. rather than just securing mentorship. With patience and genuine interest, you increase your

chances of developing a valuable mentoring connection. By preparing thoroughly, actively participating, offering value, following up effectively, and identifying potential mentors, you can leverage video editing user group meetings to build meaningful collaborations and advance your career. The key is to focus on building genuine connections rather than just promoting yourself. Here are some other networking tips

## **Additional Resources**

<https://www.beyondfilmschool.com/10-ways-to-building->

<https://infocusfilmschool.com/strategies-for-networking-in-the-film-industry/>

<https://imaffawards.com/filmmakers-networking-events/>

<https://www.linkedin.com/advice/0/how-can-you-use-your->

"None of us is as smart as all of us."

**- Ken Blanchard (Author)**



## CHAPTER 10

### **Pricing Your Services**

I mentioned the “Pandemic approach” to pricing services that helped me get started on Upwork. It may not be applicable to your current situation. But I think pricing is a relevant topic for a book with the words “Make Money” in the title.

### **Pricing Your Video Editing Services**

As a video editor, determining your hourly or project-based rate is a critical decision that requires careful consideration of various factors. While union agreements and industry standards can provide a general framework, ultimately, your pricing should reflect your unique skills, experience, and the local market conditions.

## **Understanding Industry Rates**

**IATSE** (International Alliance of Theatrical Stage Employees) represents many film editors, but their rates may not directly apply to video or TV editors.

**NABET** (National Association of Broadcast Employees and Technicians) represents some video and TV editors, but their rates can vary depending on specific contracts with TV networks.

**ACE** (American Cinema Editors) is a professional organization, but they don't set prices or have rate cards.

To get a better understanding of the going rates in your local market, consider the following:

1. Research rates charged by other video editors with similar experience and skills in your area.
2. Attend local industry events or join online communities to network with other professionals and gain insights into current pricing trends.
3. Look for job postings that include salary ranges or hourly rates for video editing positions.

## **Factors to Consider When Setting Your Rates**

### **Your level of experience and expertise:**

Beginner editors in the US, typically charge \$20-\$45/hour, intermediate editors charge \$45-\$100/hour, and professionals charge \$60-\$120/hour. Rates vary based on location type of work and other factors. Rates can go higher for the best editors working at the top of the industry.

**The complexity and scope of the project:** The amount of raw footage, number of cuts per minute, and required post-production services should impact how you set your rates.

**The client's budget and expectations:** Be transparent about your rates and what they cover (revisions, additional services, etc.).

**The project's timeline and your availability:** Rush jobs or tight deadlines warrant higher rates.

### **Creative Pricing Strategies**

**Offer package deals for clients who require ongoing video editing services:** This can provide stability and potentially higher overall earnings.

**Consider deferred payment or profit-sharing arrangements for low-budget projects:** This can help build your portfolio and establish relationships with clients.

**Provide value-added services:** Offer

additional services such as script writing, voiceover recording, or motion graphics to differentiate yourself and justify additional charges. Refer here for ideas: [E – Xtra \\$](#)

## **Wise Insights**

**Avoid underpricing your services:** This

can lead to clients undervaluing your expertise.

**Be confident in your abilities and the value you bring to each project:** Your pricing should reflect the quality of your work, and the time invested in honing your craft.

**Be willing to negotiate, but know your bottom line:**

Be flexible, but don't compromise your worth or the quality of your work.

Remember, pricing is an ongoing process that may require adjustments as your skills and experience grow. Stay informed about industry trends, be confident in your abilities, and always strive to deliver exceptional results to your clients.

Here are some key strategies for effectively negotiating rates with clients as a video editor:

## **Determine Your Minimum Rate**

Decide on the absolute minimum rate you are willing to accept for a project before negotiations begin. Don't go below

this. Factor in your costs, desired profit margin, and the value you provide to the client when setting this minimum.

### **Highlight Your Expertise**

1. Emphasize your specialized skills, experience, and track record of delivering high-quality results for clients.
2. Explain how your expertise and services will benefit the client's specific needs and goals.
3. Negotiation is an art in its own right and can have as high an impact on your overall earning potential as your video editing expertise. To help support you in mastering these essential skills, I suggest you review the links in this attachment as well as those at the end of the chapter.

### **Y Soft Skills and Hard Cash**

### **Focus on Value, Not Just Price**

1. Shift the conversation away from just the hourly rate or project fee to the overall value you bring.
2. Demonstrate how your services will save the client time and money or help them achieve better results.
3. Provide examples and testimonials to back up the value you offer.

### **Use Anchoring and Framing**

1. Start negotiations by proposing a higher initial rate, then offer a discounted "special" rate.
2. Frame your rates as an investment in quality work rather than just an expense.

## **Be Willing to Negotiate**

1. Offer creative pricing- package deals, deferred payment, or profit-sharing.
2. Walk Away if Needed
3. If the client won't pay your minimum rate, be prepared to decline the project.

The key is to approach rate negotiations confidently, focusing on the value you provide rather than just the bottom line. With research, preparation, and a strategic approach, you can secure fair compensation for your video editing expertise.

## **Video Editing Rates - Factors to Consider**

1. Whether it's a permanent hire or freelance job
2. Whether the pay is per hour, per day, or a fixed rate
3. The video editing workflow and complexity

## **Tips for Billing and Estimating Costs**

1. Track all billable hours, including pre-production, management, and administrative time.
2. Provide a detailed estimate upfront to avoid surprises.
3. Factor in other expenses beyond just your time.

## **The most important skill for freelancers**

We acknowledged the importance of soft skills. The next chapter offers resources for the refinement of your hard skills as an editor. Adaptability may be the single most important skill required to thrive in this challenging and ever-changing field. [Z Most Important Skill](#)

The following articles provide a comprehensive overview of how to determine appropriate video editing rates based on various factors. This should give you a good framework for setting your rate as a freelance video editor.

### **Additional Resources**

<https://www.backstage.com/magazine/article/video-editing>

<https://www.linkedin.com/advice/3/how-can-you-determine-right-price-your-freelance-j4hgf>

<https://www.reddit.com/r/editors/comments/2yrnir>

<https://www.videomaker.com/article/f10/15577-what-to>

"Winners never quit, and quitters never win."

**- Vince Lombardi**



## **CHAPTER 11**

### **Editing Courses and Resources**

#### **Recommended Resources for Editing Instruction**

While the focus of this book is on making money as an editor, not the art and craft of video editing, it's important to acknowledge that there are many excellent resources available for those seeking hands-on instruction and technical guidance. Rather than duplicating that content here, I'd like to direct you to some of the top sources for video editing education.

I've used most of the popular editing software but that "free software" that I studied during the Pandemic was Black Magic Designs' Davinci Resolve. I've upgraded to the pro version and have enjoyed free updates ever since. Black Magic also has an amazing "smorgasbord" of training with videos, books and courses - their training portal provides "all you can eat". Everyone learns differently. I prefer the books

to their video training. As I said there's no shortage of training resources across the industry. Here are a few:

## Online Platforms

There are several online platforms that offer comprehensive video courses:

**Filmmakers Academy:** Hundreds of hours of training videos and educational content, coaching sessions, and a global community of filmmakers.

<https://www.filmmakersacademy.com/>

**Film Editing Pro:** is renowned for its high-quality educational materials that cater specifically to aspiring and professional feature film editors. Their courses meticulously cover the unique challenges of feature film editing, which involves managing vast amounts of footage and the intricate organization required to handle such complex projects.

[filmeditingpro.com](http://filmeditingpro.com)

**LinkedIn Learning:** With courses covering all the major video editing software like Adobe Premiere Pro, Final Cut Pro, and DaVinci Resolve, LinkedIn Learning is a fantastic resource for both beginners and experienced editors. [linkedin.com/learning](http://linkedin.com/learning)

**Udemy:** This online course marketplace features countless video editing courses, taught by industry professionals. Whether you're looking to master a specific software or develop your overall editing skills, Udemy has something for everyone. [udemy.com](http://udemy.com)

**Sundance Collab:** Master Classes- In-depth, online workshops led by filmmaking experts.

[https://collab.sundance.org/master-classes/All?tags\[\]=editing](https://collab.sundance.org/master-classes/All?tags[]=editing)

## Software-Specific Resources

The companies behind the leading video editing software also provide excellent educational resources:

**Adobe:** As the creators of Premiere Pro, After Effects, and other video tools, Adobe offers a wealth of tutorials, documentation, and community support. [helpx.adobe.com/premiere-pro.html](https://helpx.adobe.com/premiere-pro.html) But their support doesn't stop there. They have certification programs and active user groups and forums. These resources can help Premiere Pro editors find job opportunities and connect with the creative community.

### [Adobe Certified Professional:](#)

Achieving certification can enhance your credentials and visibility.

### [Adobe Talent on Behance:](#)

A platform where creatives can showcase their portfolios and connect with potential clients and employers.

### [Adobe Community Forums:](#)

Networking and connecting with other professionals.

### [Adobe Creative Cloud Events:](#)

Opportunities for learning and networking.

**Apple:** Improve your workflow with third-party products, detailed online tutorials, and support from a thriving community of industry professionals.

<https://www.apple.com/final-cut-pro/resources/>

Final Cut Pro X is a professional video editing software favored by many in the creative industry, especially for Mac users. It offers certification and has a robust community with active user groups. To get listed on Apple's Consultant Network as a Final Cut Pro editor, follow these steps:

**Certification:**

Obtain Apple certifications relevant to your skills, such as Final Cut Pro X certification.

**Experience:**

Gain significant experience in video editing and using Apple products.

**Application:**

Apply to join the Apple Consultants Network through their official website.

**Approval:**

Undergo a review process by Apple to ensure you meet their standards and qualifications. For more detailed information, visit the [Apple Consultants Network](#) website.

**Avid** provides comprehensive training resources. It offers certification programs and boasts active user groups that provide strong community support and networking opportunities. [www.avid.com/training](http://www.avid.com/training)

[Avid User Certification](#)

**Avid Technology** also

offers resources that could help Avid editors find work or connect with potential employers:

**Avid Link:** A free app that connects users with job opportunities, collaboration projects, and other media professionals.

**Avid Customer Association (ACA):** A community for networking and accessing resources.

**Avid Certified User Program:** Certification enhances credentials and job prospects. These resources help editors find work and network within the industry. More information, at [Avid's website](#).

**Blackmagic Design:** The team behind DaVinci Resolve has an extensive library of training videos and documentation to help users master their software. DaVinci Resolve is known for its powerful color correction capabilities in addition to comprehensive video editing features. It offers certification and has a growing community with active user groups.

[www.blackmagicdesign.com/products/davinciresolve](http://www.blackmagicdesign.com/products/davinciresolve)

**Black Magic** Black Magic offers several resources that can help users find work and network:

**Blackmagic Design Community Forums:**

A platform for users to connect, share knowledge, and network.

**Blackmagic Certified Training Program:**

Becoming a certified trainer can enhance your credentials and visibility.

**DaVinci Resolve User Groups:**

Local and online groups for networking and learning opportunities.

1. **Partnerships with Training Centers:** Some partners might offer job boards and networking opportunities.

These resources can help DaVinci Resolve users find work and connect with the community.

**Boris FX** Boris FX is a leading developer of visual effects, compositing, titling, and workflow tools for broadcast, post-production, and film professionals. The company's flagship products include Sapphire, Continuum, and Mocha, which integrate seamlessly with industry-standard editing platforms like Adobe Premiere Pro, Avid Media Composer, and DaVinci Resolve. Boris FX tools are renowned for their powerful features, ease of use, and reliable performance. The company offers several resources for career advancement: including extensive tutorials, webinars, and a supportive user community

**Boris FX Training Page:** Extensive tutorials, webinars, and training resources to help users master their tools and enhance their job prospects.

**Boris FX Community:** Active forums and community events where users can network and collaborate.

**Boris FX Products:** Widely recognized and used in high-end film, TV, and commercial projects, adding Boris FX skills to your resume can make you more attractive to potential employers. For more information, visit the Boris FX Training Page.

## YouTube Instructors

In addition to the above platforms, there are many talented video editors on YouTube who share their knowledge and expertise:

**Peter McKinnon:** Peter McKinnon is one of the most influential creators in the realm of video editing and photography. His channel features a mix of tutorials, vlogs, and reviews, offering insight into filmmaking and creative editing techniques

<https://www.youtube.com/@PeterMcKinnon>

**Casey Faris:** A prominent figure in DaVinci Resolve tutorials, Casey Faris is known for his clear and comprehensive teaching style, making complex editing tasks accessible.

<https://www.youtube.com/@CaseyFaris>

**Cinecom.net:** This channel, run by Jordy Vandeput, focuses on tutorials for Adobe Premiere Pro and After Effects, providing a blend of practical editing tips and creative inspiration

<https://www.youtube.com/@CinecomCrew>

**Premiere Gal:** This channel offers a wide range of tutorials on Adobe Premiere Pro, for editors at all levels. Premiere Gal is a go-to resource for learning editing techniques, color grading, and more

<https://www.youtube.com/c/PremiereGal>

**Justin Brown - Primal Video:** Justin provides in-depth tutorials on various video editing software, including Adobe Premiere Pro, Final Cut Pro, and DaVinci Resolve. His channel is popular for its practical, easy-to-follow guides.

<https://www.youtube.com/@PrimalVideo>

**Justin Odisho:** Justin Odisho's is known for his comprehensive tutorials on Adobe Premiere Pro, After Effects, and Photoshop. His detailed explanations and practical advice make him a favorite among aspiring editors. <https://www.youtube.com/@JustinOdisho>

## “Knowledge Clearinghouse” Website

<https://jonnyelwyn.co.uk/>

Honestly, I had to make up this category because I would be remiss if I didn't find a way to fit Jonny Elwyn in here somehow. Since launching his website in 2010, Jonny Elwyn's insights into the art, craft, and science of post-production have made his site a go-to source for anyone involved in video editing. His passion for post-production and commitment to sharing knowledge has significantly enriched the community, making his website a cornerstone of valuable information and professional growth for editors worldwide.

## Comprehensive Resource Lists

For more video editing tutorials and educational resources, I'd recommend checking out the following:

PremiumBeat's "Best Video Editing Tutorials":

<https://www.premiumbeat.com/blog/>

Videomaker's "Best Video Editing Tutorials and Courses":

<https://www.videomaker.com/category/how-to/editing/>

Filmsupply's "11 Books Every Editor Should Read":

[filmsupply.com/articles/film-editing-books/](https://filmsupply.com/articles/film-editing-books/)

## Online Communities

[Reddit's r/VideoEditing](#): Active community for asking questions and sharing knowledge

**Creative COW**: Long-running forums with a wealth of archived discussions

**Videomaker Forums**: Lively discussions on all aspects of video production

**Vimeo Video School**: Make better videos with tips from the Vimeo team, industry leaders, and friendly faces from the community.

I hope these recommendations provide a helpful starting point for finding the best online video editing instruction for your needs. With so many great options available, there's sure to be a resource that fits your learning style and goals.





Film editing is now something almost everyone can do at a simple level and enjoy it, but to take it to a higher level requires the same dedication and persistence that any art form does.

**– Walter Murch**

## CHAPTER 12

### Other Pathways for Filmmakers and Editors

As the film and media landscape evolves, new pathways for filmmakers and editors continue to emerge, offering a variety of opportunities beyond traditional freelance or corporate work. In this chapter, we explore alternative routes—such as apprenticeship programs, professional organizations, and innovative fundraising options—that can serve as invaluable steppingstones in your career.

#### **Apprenticeship Programs**

While much of this guide focuses on freelance and digital content creation, it's important to highlight the apprenticeship routes available to aspiring editors, particularly in narrative and documentary filmmaking. Several organizations, including the International Alliance of Theatrical Stage Employees (IATSE) and the National Association of Broadcast Employees and Technicians (NABET), offer apprenticeship programs. For instance, IATSE's Editors Guild (Local 700) has revived its [Apprentice Editor Pilot Program](#), providing hands-on opportunities for new editors to work under the mentorship of seasoned professionals.

These programs offer real-world experience, allowing apprentices to learn industry-standard tools and workflows from experienced mentors in both feature films and television. The link above for this pilot program is seeking mentors but you can contact them to inquire about how to apply to become an apprentice. NABET also has apprenticeship and training programs (which may be restricted to current members) like these in [New York](#) and [Toronto](#) but you will have to do a little leg work to determine if there are opportunities in the union local near you. There is also this [government website](#) that allows you to search for apprenticeship programs in your area.

Non-profit organizations like [The Handy Foundation](#) also play a pivotal role, offering training programs for assistant editors and securing job placements for underrepresented groups in post-production. These apprenticeship routes, supported by unions and educational institutions, offer invaluable mentorship, industry connections, and technical expertise .

### **Support Networks and Organizations**

For editors working in documentary filmmaking, the [Association of Documentary Editors](#) (ADE) is an essential resource. This professional organization advocates for the needs of documentary editors and offers networking opportunities, professional development, and other resources tailored to the unique challenges in this field. By joining ADE, editors gain access to a supportive community of peers, mentorship opportunities, and career support designed to help them navigate the evolving documentary landscape.

### **Crowdfunding and Fiscal Sponsorship**

In addition to traditional funding sources, filmmakers now have the option to turn to crowdfunding platforms to finance their projects. <https://seedandspark.com> launched in 2012, specializes in crowdfunding for filmmakers, combining audience building with fundraising. With a success rate of 80% for projects that reach 500

followers, Seed&Spark has funded over 3,000 films, making it a powerful tool for filmmakers looking to build a community around their work.

[Kickstarter](#) and [Indiegogo](#) are two other popular crowdfunding platforms that have supported countless filmmakers. **Kickstarter**, founded in 2009, has funded over 190,000 creative projects—including films—and has raised more than \$6.6 billion. Similarly, **Indiegogo**, established in 2008, has helped fund over 800,000 projects globally, including films like *Super Troopers 2*, which raised \$4.6 million. Indiegogo’s flexible funding model allows creators to keep the funds they raise, even if they don’t hit their goal, making it an attractive option for filmmakers.

Beyond crowdfunding, filmmakers should also consider **fiscal sponsorship** opportunities. Many non-profit organizations, such as [Film Independent](#) and the [International Documentary Association \(IDA\)](#), offer fiscal sponsorship to filmmakers, allowing them to raise funds through grants and tax-deductible donations that are typically available only to non-profit entities. These programs can be a vital resource for filmmakers seeking alternative funding routes.

## Looking Ahead

The film industry, along with new media, the internet, and whatever future technologies may emerge, will continue to grow and evolve at a rapid pace. We encourage you to be vigilant in your ongoing search for success by staying aware of these new possibilities. Remember, this guide is intended to be a “live” resource, constantly evolving through online links as the industry changes.

We invite you to stay active on this guide’s forum, where you can find potential collaborators, discover new opportunities, and stay up to date on the latest industry trends. By maintaining an open mind and staying connected, you’ll be well-prepared to navigate the potential in more than just traditional filmmaking. The guide provides insights into the

expanding world of digital content creation, online platforms, and emerging opportunities across various creative industries. As these fields evolve, so too will the methods by which filmmakers, editors, and content creators find support, collaborate, and succeed. By maintaining a forward-thinking approach and staying connected, you'll be well-prepared to navigate the ever-expanding world of filmmaking, digital media, and beyond.



"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 Editing 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)
<b>Total Score</b>		<b>55</b>	<b>60</b>	<b>53</b>

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](http://film.ca.gov)

**Unions:** IATSE Local 600 [icg600.com](http://icg600.com)  
Editors Guild Local 700: [editorsguild.com](http://editorsguild.com)

#### **Local Networking Groups:**

FilmLA: [filmla.com](http://filmla.com)

Women in Film Los Angeles: [wif.org](http://wif.org)

**Schools:** USC School of Cinematic Arts: [cinema.usc.edu](http://cinema.usc.edu)  
UCLA School of Theater, Film and Television: [tft.ucla.edu](http://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](http://iatse52.org)  
SAG-AFTRA New York Local: <https://www.sagaftra.org/NY>

#### **Local Networking Groups:**

Made in NY: [nyc.gov/film](http://nyc.gov/film)

New York Women in Film & Television: [nywift.org](http://nywift.org)

**Schools:** NYU Tisch School of the Arts: [tisch.nyu.edu](http://tisch.nyu.edu)  
Columbia University School of the Arts Film Program:  
[arts.columbia.edu/film](http://arts.columbia.edu/film)

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

**Creative BC** Website: [creativebc.com](http://creativebc.com)

**Unions:** IATSE Local 891 [iatse.com/locals/891](http://iatse.com/locals/891)  
UBCP/ACTRA: [ubcp.com](http://ubcp.com)

#### **Local Networking Groups:**

Vancouver Film Commission:

<https://vancouvereconomic.com/>

Cineworks Independent Filmmakers Society: [cineworks.ca](http://cineworks.ca)

**Schools:** Vancouver Film School: [vfs.edu](http://vfs.edu)  
Simon Fraser University School for the Arts: [sfu.ca/sca](http://sfu.ca/sca)

#### **4. Atlanta, GA (\$2.9 billion)**

**Georgia Film Office** Website: [georgia.org/industries/film](http://georgia.org/industries/film)

**Unions:** IATSE Local 479 [iatse479.org](http://iatse479.org)

SAG-AFTRA Atlanta Local: <https://www.sagaftra.org/atlanta>

##### **Local Networking Groups:**

Atlanta Film Society: [atlantafilmsociety.org](http://atlantafilmsociety.org)

Women in Film and Television Atlanta: [wifta.org](http://wifta.org)

**Schools:** Georgia State Dept of Film & Media: [filmmediaarts.gsu.edu](http://filmmediaarts.gsu.edu)

Savannah College of Art and Design (SCAD):  
[scad.edu/entertainment-arts](http://scad.edu/entertainment-arts)

#### **5. Toronto, ON (\$2.8 billion CAD)**

**Ontario Creates** Website: [ontariocreates.ca](http://ontariocreates.ca)

**Unions:** IATSE Local 873: [iatse873.com](http://iatse873.com)

ACTRA Toronto: [actratontoronto.com](http://actratontoronto.com)

##### **Local Networking Groups:**

Toronto Film Commission: [toronto.ca/film](http://toronto.ca/film)

Women in Film and Television - Toronto: [wift.com](http://wift.com)

**Schools:** Ryerson University: [ryerson.ca/image-arts](http://ryerson.ca/image-arts)

York University Department of Cinema and Media Arts:  
[cma.ampd.yorku.ca](http://cma.ampd.yorku.ca)

#### **6. Albuquerque, NM (\$623 million)**

**New Mexico Film Office** Website: [nmfilm.com](http://nmfilm.com)

**Unions:** IATSE Local 480: [iatse480.com](http://iatse480.com)

SAG-AFTRA New Mexico Local: <https://www.sagaftra.org/NM>

##### **Local Networking Groups:**

New Mexico Film Foundation: [nmfilmfoundation.org](http://nmfilmfoundation.org)

Albuquerque Film Office: <https://abqfilmoffice.com/>

##### **Schools:**

University of New Mexico Department of Cinematic Arts:  
<https://film.unm.edu/>

Central New Mexico Film Program: [cnm.edu/communication](http://cnm.edu/communication)

## 7. Chicago, IL (\$580 million)

**Illinois Film Office** Website: <https://dceo.illinois.gov>

**Unions:** IATSE Local 476 [iatse476.org](http://iatse476.org)

SAG-AFTRA Chicago Local: [sagaftra.org/chicago](http://sagaftra.org/chicago)

### **Local Networking Groups:**

Chicago Film Office: [chicago.gov/film](http://chicago.gov/film)

Chicago Filmmakers: [chicagofilmmakers.org](http://chicagofilmmakers.org)

**Schools:** Northwestern Univ [communication.northwestern.edu](http://communication.northwestern.edu)

Columbia College Chicago <https://www.colum.edu/>

DePaul University School of Cinematic Arts: [depaul.edu](http://depaul.edu)

## 8. Austin, TX (\$409 million)

**Texas Film Commission** Website: [texasfilmcommission.com](http://texasfilmcommission.com)

**Unions:** IATSE Local 484: [iatse484.org](http://iatse484.org)

SAG-AFTRA Dallas-Fort Worth Local: [sagaftra.org/DFW](http://sagaftra.org/DFW)

### **Local Networking Groups:**

Austin Film Commission: [austintexas.org/film-commission](http://austintexas.org/film-commission)

Austin Film Society: [austinfilm.org](http://austinfilm.org)

**Schools:** University of Texas at Austin: [rtf.utexas.edu](http://rtf.utexas.edu)

Austin Community College <http://austincc.edu/digital-media>

## 9. Miami, FL (\$366 million)

**Film Florida** Website: [filmflorida.org](http://filmflorida.org)

**Unions:** IATSE Local 477 <https://www.ia477.org>

SAG-AFTRA Miami Local: [sagaftra.org/miami](http://sagaftra.org/miami)

### **Local Networking Groups:**

Film Florida Central Florida Chapter:

[filminflorida.com/?s=central+florida](http://filminflorida.com/?s=central+florida)

Women in Film and Television Florida: [womeninfilmmfl.org](http://womeninfilmmfl.org)

### **Schools:**

Miami Dade College School of Entertainment & Design

Technology: [mdc.edu/sedt/](http://mdc.edu/sedt/)

University of Miami School of Communication:

[com.miami.edu](http://com.miami.edu)

## **10. Nashville, TN (\$254 million)**

**Tennessee Entertainment Commission Website:**

[tnentertainment.com](http://tnentertainment.com)

**Unions:**IATSE Local 492 : [iatse492](http://iatse492)

SAG-AFTRA Nashville Local: [sagaftra.org/nash](http://sagaftra.org/nash)

### **Local Networking Groups:**

Women in Film & Television Nashville [wiftnashville.org](http://wiftnashville.org)

Nashville Filmmakers Guild: [nashvillefilmmakersguild.org](http://nashvillefilmmakersguild.org)

### **Schools:**

Belmont University Media Studies: [belmont.edu/media-studies](http://belmont.edu/media-studies)

Watkins College of Art: [watkins.edu](http://watkins.edu)

## **11. Orlando, FL (\$229 million)**

**Florida Office of Film & Entertainment Website:** [filminflorida.com](http://filminflorida.com)

**Unions:** IATSE Local 631: [iatselocal631.com](http://iatselocal631.com)

SAG-AFTRA Miami Local: [sagaftra.org/miami](http://sagaftra.org/miami)

### **Local Networking Groups:**

Orlando Film Commission: [orlando.org/l/film-orlando](http://orlando.org/l/film-orlando)

Film Florida: [filmflorida.org](http://filmflorida.org)

**Schools:** University of Central Florida: [svad.cah.ucf.edu](http://svad.cah.ucf.edu)

Full Sail University Film Program: [fullsail.edu](http://fullsail.edu)

## **12. Boston, MA (\$220 million)**

**Massachusetts Film Office Website:** <https://mafilm.org/>

**Unions:** IATSE Local 481: [iatse481.com](http://iatse481.com)

SAG-AFTRA Boston Local: [sagaftra.org/new-england](http://sagaftra.org/new-england)

### **Local Networking Groups:**

Massachusetts Production Coalition: [massprodcoalition.org](http://massprodcoalition.org)

### **Schools:**

Boston University-Film & Television:

[bu.edu/com/academics/film-television](http://bu.edu/com/academics/film-television)

Emerson College Department of Media Arts:

[emerson.edu/programs/media-arts](http://emerson.edu/programs/media-arts)

### **13. Baton Rouge, LA (\$220 million)**

**Louisiana Entertainment** Website: [louisianaentertainment.gov](http://louisianaentertainment.gov)

**Unions:** IATSE Local 478: [iatse478.org](http://iatse478.org)

SAG-AFTRA New Orleans Local: [sagaftra.org/NOLA](http://sagaftra.org/NOLA)

#### **Local Networking Groups:**

Louisiana Film & Entertainment Association: [lfea.org](http://lfea.org)

Baton Rouge Film Commission: [filmbatonrouge.com](http://filmbatonrouge.com)

**Schools:** Louisiana State University [lsu.edu/bfa-film-tv](http://lsu.edu/bfa-film-tv)

Baton Rouge Community College [mybrcc.edu/arts](http://mybrcc.edu/arts)

### **14. New Orleans, LA (\$218 million)**

**Louisiana Entertainment.** Website: [louisianaentertainment.gov](http://louisianaentertainment.gov)

**New Orleans Film Office:** [filmneworleans.org/home/](http://filmneworleans.org/home/)

**Film NO Directory:** <https://filmneworleans.org/resource-directory/>

**Unions:** IATSE Local 478: [iatse478.org](http://iatse478.org)

SAG-AFTRA New Orleans Local: [www.sagaftra.org/NOLA](http://www.sagaftra.org/NOLA)

#### **Local Networking Groups:**

New Orleans Video Access Center (NOVAC): [novacvideo.org](http://novacvideo.org)

Louisiana Film Professionals Network: [facebook.com/groups](https://facebook.com/groups)

**Schools:** University of New Orleans [unofilm.org](http://unofilm.org)

Tulane University: [tulane.edu/cinema-studies](http://tulane.edu/cinema-studies)

### **15. Santa Fe, NM (\$225 million)**

**New Mexico Film Office** Website: [nmfilm.com](http://nmfilm.com)

#### **Unions:**

IATSE Local 480 (Studio Mechanics Union): [iatse480.com](http://iatse480.com)

SAG-AFTRA New Mexico Local:

<https://www.sagaftra.org/NM>

#### **Local Networking Groups:**

Santa Fe Film Office: [santafenm.film](http://santafenm.film)

#### **Schools:**

Santa Fe College Film Program: [sfcollege.edu](http://sfcollege.edu)

Institute of American Indian Arts Cinematic Arts:

[iaia.edu/cinematic-arts](http://iaia.edu/cinematic-arts)

## **16. Dallas, TX (\$174 million)**

**Texas Film Commission** Website: [texasfilmcommission.com](http://texasfilmcommission.com)

**Unions:** IATSE Local 484: [iatse484.org](http://iatse484.org)

SAG-AFTRA Dallas-Fort Worth Local: [sagaftra.org/DFW](http://sagaftra.org/DFW)

### **Local Networking Groups:**

Dallas Film Commission: [visitdallas.com/film](http://visitdallas.com/film)

Dallas Producers Association: [dallasproducers.org](http://dallasproducers.org)

### **Schools:**

University of Texas Department of Art & Art History:  
[uta.edu/art/index.php](http://uta.edu/art/index.php)

Southern Methodist University [smu.edu/filmmediaarts](http://smu.edu/filmmediaarts)

## **17. San Francisco Bay Area, CA (\$141 million)**

**California Film Commission** Website: [film.ca.gov](http://film.ca.gov)

**Unions:** IATSE Local 16: [local16.org](http://local16.org)

SAG-AFTRA San Francisco Local: [sagaftra.org/SFNC](http://sagaftra.org/SFNC)

### **Local Networking Groups:**

San Francisco Film Commission: [sf.gov/film-sf](http://sf.gov/film-sf)

Bay Area Women in Film & Media: [wifsfba.org](http://wifsfba.org)

**Schools:** San Francisco State University [cinema.sfsu.edu](http://cinema.sfsu.edu)

University of California, Berkeley Film & Media:  
[filmmedia.berkeley.edu](http://filmmedia.berkeley.edu)

## **18. Detroit, MI (\$139 million)**

**Michigan Film Office** Website: [michiganfilmoffice.org](http://michiganfilmoffice.org)

### **Unions:**

IATSE Local 38: [iatse38.org](http://iatse38.org)

SAG-AFTRA Michigan Local: [sagaftra.org/michigan](http://sagaftra.org/michigan)

### **Local Resources:**

**Detroit Film Office:** [detroitmi.gov/detroit-film-office](http://detroitmi.gov/detroit-film-office)

### **Schools:**

Wayne State University Department of Communication:  
[comm.wayne.edu/film](http://comm.wayne.edu/film)

College for Creative Studies: [ccsdetroit.edu/entertainment-arts](http://ccsdetroit.edu/entertainment-arts)



## **19. Philadelphia, PA (\$136 million)**

**Greater Philadelphia Film Office** Website: [film.org](http://film.org)

**Unions:** IATSE Local 52: [iatselocal52.org](http://iatselocal52.org)

SAG-AFTRA Philadelphia Local: [sagaftra.org/Philly](http://sagaftra.org/Philly)

### **Local Networking Groups:**

Philadelphia Filmmakers Group: [film.org](http://film.org)

Philadelphia Film /Video Association (PIFVA):

[PIFVAofficialpage](http://PIFVAofficialpage)

### **Schools:**

Temple University [tfma.temple.edu](http://tfma.temple.edu)

Drexel University Media Arts & Design: [drexel.edu/film](http://drexel.edu/film)

## **20. Pittsburgh, PA (\$132 million)**

**Pittsburgh Film Office** Website: [pghfilm.org](http://pghfilm.org)

**Unions:** IATSE Local 489: [iatse489.org](http://iatse489.org)

SAG-AFTRA Pittsburgh Local: [sagaftra.org/OP](http://sagaftra.org/OP)

### **Local Networking Groups:**

Pittsburgh PAID Film Crew Listings: [pghfilmcrew](http://pghfilmcrew)

Pittsburgh Entertainment Industry Networking: [steeltown.org](http://steeltown.org)

### **Schools:**

Point Park University Cinema Arts Department:

[pointpark.edu/cinema](http://pointpark.edu/cinema)

Carnegie Mellon University School of Drama:

[cmu.edu/video-media-design](http://cmu.edu/video-media-design)

## **21. Portland, OR (\$127 million)**

**Oregon Film** Website: [oregonfilm.org](http://oregonfilm.org)

### **Unions:**

IATSE Local 488 (Studio Mechanics Union): [iatse488.org](http://iatse488.org)

SAG-AFTRA Portland Local: [sagaftra.org/portland](http://sagaftra.org/portland)

### **Local Networking Groups:**

Portland Film Office: [portlandeeventsandfilm.com](http://portlandeeventsandfilm.com)

Oregon Media Production Association (OMPA): [ompa.org](http://ompa.org)

**Schools:**Portland State University School of Film: [pdx.edu/film](http://pdx.edu/film)

Northwest Film Center School of Film:

[portlandartmuseum.org/pam-cut/](http://portlandartmuseum.org/pam-cut/)

## **22. Vancouver, CA (\$110 million)**

**Washington Filmworks** Website: [washingtonfilmworks.org](http://washingtonfilmworks.org)

**Unions:** IATSE Local 488: [iatse488.org](http://iatse488.org)

SAG-AFTRA Seattle Local: [sagaftra.org/seattle](http://sagaftra.org/seattle)

### **Local Networking Groups:**

Northwest Film Forum: [nwfilmforum.org](http://nwfilmforum.org)

Northwest Screenwriters Guild: [nwsf.org](http://nwsf.org)

**Schools:** Clark College Creative Media Program:

[clark.edu/communication-arts](http://clark.edu/communication-arts)

Washington State University Digital Technology:

[wsu.edu/creative-media](http://wsu.edu/creative-media)

## **23. Seattle, WA (\$100 million)**

**Washington Filmworks** Website: [washingtonfilmworks.org](http://washingtonfilmworks.org)

**Unions:** IATSE Local 488: [iatse488.org](http://iatse488.org)

SAG-AFTRA Seattle Local: [sagaftra.org/seattle](http://sagaftra.org/seattle)

### **Local Networking Groups:**

Seattle Film Office: [seattle.gov/film](http://seattle.gov/film)

Northwest Film Forum: [nwfilmforum.org](http://nwfilmforum.org)

### **Schools:**

University of Washington [cinema.washington.edu](http://cinema.washington.edu)

Seattle University Film Studies: [seattleu.edu/film-and-media/](http://seattleu.edu/film-and-media/)

## **24. Phoenix, AZ (\$89 million)**

**Arizona Office of Film** Website: [azcommerce.com/film](http://azcommerce.com/film)

**Unions:** IATSE Local 336 (Stagehands Union): [iatse-336.org](http://iatse-336.org)

SAG-AFTRA Arizona-Utah Local: [sagaftra.org/AZ-UT](http://sagaftra.org/AZ-UT)

### **Local Networking Groups:**

Arizona Production Association: [azproduction.com](http://azproduction.com)

Arizona Film and Media Industry: [azfilm](http://azfilm)

**Schools:** Scottsdale Community College Film School:

[scottsdalecc.edu/arts/new-media](http://scottsdalecc.edu/arts/new-media)

Arizona State University [film.asu.edu](http://film.asu.edu)

## **25. Minneapolis-St. Paul, MN (\$52 million)**

**Minnesota Film & TV Board**

Website: [mnfilmtv.org](http://mnfilmtv.org)

**Unions:**

IATSE Local 490 (Studio Mechanics Union): [iatse490.net](http://iatse490.net)

SAG-AFTRA Minneapolis-St. Paul Local: [sagaftra.org/twin-cities](http://sagaftra.org/twin-cities)

**Local Networking Groups:**

MNFilmTV: [mnfilmtv.org](http://mnfilmtv.org)

FilmNorth: [myfilmnorth.org](http://myfilmnorth.org)

**Schools:**Minneapolis College Film Program: [minneapolis.edu/cinema](http://minneapolis.edu/cinema)

University of Minnesota Cinema: [cla.umn.edu/cinema-media](http://cla.umn.edu/cinema-media)



## **C - Video Editing Niche Self-Assessment Test**



Here is a simple approach for new video editors to start thinking about their niche. If you can identify what you enjoy the most, where your natural aptitudes lie and find an available starting point that will lead to your long-term goals then a specialty that passes all 3 “tests” may be worth trying.

### **Part 1: Interest and Passion**

**What type of content do you enjoy watching in your free time?**

- A) Cooking shows, recipe videos
- B) Interviews, testimonials, vlogs
- C) Music videos, concert footage
- D) Short films, storytelling videos
- E) Corporate videos, product demos

**Which type of content do you find yourself most excited to create?**

- A) Food and cooking content
- B) Personal stories and testimonials
- C) Music and live performances
- D) Narrative-driven stories
- E) Professional and promotional content

**What motivates you to start a video editing project?**

- A) The idea of showcasing beautiful food preparation
- B) Sharing someone’s personal journey or experience
- C) Synchronizing visuals with music and rhythm
- D) Crafting a compelling story

E) Creating professional content for businesses

## **Part 2: Skills and Strengths**

**Which of the following skills do you excel at? (Choose all that apply)**

- A) Color grading and visual enhancement
- B) Conducting and editing interviews
- C) Syncing audio and video seamlessly
- D) Storyboarding and narrative structure
- E) Attention to detail in professional edits

**How comfortable are you with using graphics and animations in your edits?**

- A) Minimal, I prefer natural footage
- B) Some, mainly for titles and lower thirds
- C) Moderate, especially for music video effects
- D) High, I enjoy using them to enhance stories
- E) High, essential for professional-looking edits

**Rate your ability to work with clients and understand their vision:**

- A) 1 - I prefer to work independently
- B) 2 - I can understand basic needs but prefer creative freedom
- C) 3 - I can balance client needs and my creativity
- D) 4 - I am good at interpreting client visions and delivering results
- E) 5 - I excel at client communication and delivering exactly what they want

## **Part 3: Experience and Opportunities**

**What type of projects have you worked on previously?**

- A) Cooking or DIY videos
- B) Testimonials, interviews, or personal vlogs
- C) Music-related projects
- D) Short films or storytelling videos
- E) Corporate or promotional videos

**Which niche do you see having the most growth and opportunity in the future?**

- A) Food and culinary content
- B) Personal branding and testimonials
- C) Music and entertainment
- D) Independent films and storytelling
- E) Corporate and professional content

**What is your preferred working environment?**

- A) In a kitchen or home studio
- B) In an interview setting or casual environment
- C) At concerts or music events
- D) On film sets or creative spaces
- E) In corporate offices or professional settings

## **Part 4: Personal Reflection**

**Which aspect of video editing brings you the most satisfaction?**

- A) Creating visually appealing content
- B) Telling someone's story authentically
- C) Synchronizing music with visuals

- D) Crafting a complete narrative
- E) Delivering a polished and professional product

**How do you handle feedback and revisions?**

- A) I prefer minimal revisions and more creative control
- B) I am open to feedback but prefer a clear direction from the start
- C) I am flexible and can incorporate feedback easily
- D) I value feedback as it helps improve the story
- E) I see feedback as essential for meeting client needs

**Scoring and Analysis:**

**Mostly A's:** You might enjoy specializing in cooking and food videos. Your interest in visual enhancement and creating appealing content aligns well with this niche.

**Mostly B's:** Testimonials and interview videos could be your niche. You enjoy personal stories and have the skills to conduct and edit interviews effectively.

**Mostly C's:** Music videos might be your specialty. Your ability to synchronize audio and visuals, along with a passion for music, makes this a suitable niche.

**Mostly D's:** Consider focusing on short films and storytelling videos. Your narrative skills and passion for crafting stories align well here.

**Mostly E's:** Corporate and professional videos could be your ideal niche. Your precision, attention to detail, and client communication skills are essential for this type of content.



## **D1 - Freelance Video Editing:**



**1. Freelance Platforms:** Offer services on platforms like Upwork, Fiverr, Freelancer, and PeoplePerHour. **Direct Client Work:** Find clients directly through social media, forums, and industry events.

**2. Content Creation: YouTube:** Create and monetize your own YouTube channel through ad revenue, sponsorships, and memberships. **Social Media:** Create content for platforms like Instagram, TikTok, and Facebook, and earn through brand partnerships and sponsored posts.

**3. Online Courses and Tutorials: Create Courses:** Develop and sell video editing courses on platforms like Udemy, Skillshare, and. **Teachable YouTube Tutorials:** Share free tutorials on YouTube and monetize through ads, sponsorships, and affiliate marketing.

**4. Stock Footage and Templates: Stock Video Sites:** Sell stock footage on websites like Shutterstock, Pond5, and Adobe Stock. **Video Templates:** Create and sell video templates for software like Adobe Premiere Pro and After Effects on platforms like Envato Market

**5. Subscription-Based Services: Membership Sites:** Offer subscription-based services or content through Patreon or your own membership site. **Editing Services:** Provide ongoing subscription based video editing services to content creators, businesses, or agencies.

**6. Corporate and Commercial Work: Corporate Videos:** Edit promotional, training, and internal communication videos for businesses. **Commercial Projects:** Work on advertisements, product videos, and marketing campaigns for brands.

**7. Film Production: Short Films and Documentaries:** Edit short films, documentaries, and indie projects, working with filmmakers **Music Videos:** Edit music videos for artists and bands.



**8. Live Streaming and Webinars: Live Stream Production:** Offer services for live streaming events, webinars, and virtual conferences.

**Post-Production:** Edit recorded live streams and webinars for repurposing as on-demand content

**9. Collaborations and Partnerships: Content Creators:** Partner with YouTubers, streamers, or influencers to handle their video editing needs. **Agencies:** Collaborate with marketing and production agencies to offer video editing services as part of a broader suite of services.

**10. Video Editing Software Support and Consulting:**

**Consulting Services:** Provide advice and support to businesses or individuals on video editing workflows and software. **Software**

**Training:** Offer training sessions on popular video editing software.

**11. Crowdfunding Projects: Kickstarter/Indiegogo:** Launch or support crowdfunding campaigns that require video production and editing as part of their promotional strategy. By diversifying your skills and services across these different avenues, you can maximize your income potential as an online video editor. Market demand, competition analysis



## D2 - Categories of Video Editing Specialization



### 1. Online Training Videos:

**Description:** Educational content for businesses and educational institutions.

**Revenue:** The e-learning market was valued at \$200 billion in 2019 and is expected to reach \$375 billion by 2026.

**Demand:** High, due to the growing trend of online education and remote work.

### 2. Fundraising/Kickstarter Videos:

**Description:** Promotional videos for crowdfunding campaigns.

**Revenue:** Crowdfunding raised over \$17.2 billion worldwide in 2020.

**Demand:** Moderate, as many entrepreneurs and non-profits seek high-quality videos to attract backers.

### 3. Medical Videos:

**Description:** Educational and promotional content for healthcare professionals and patients.

**Revenue:** The global healthcare video conferencing market is projected to reach \$2.78 billion by 2026.

**Demand:** High, due to the increasing use of telemedicine and digital health content.

### 4. Product Explanation Videos:

**Description:** Videos that explain how to use products or services, particularly SaaS (Software as a Service).

**Revenue:** The SaaS market is projected to reach \$307.3 billion by 2026.

**Demand:** High, as businesses rely on digital tools and need clear, engaging content to explain their products.

### 5. Music Videos: **Description:** Promotional videos for music artists.

**Revenue:** Music video market was valued at \$15.8 billion

**Demand:** High, especially with the rise of platforms like YouTube and TikTok.

## 6. TV Commercials for Ad Agencies:

**Description:** Short promotional videos for television advertising.

**Revenue:** The global TV advertising market was valued at \$161 billion in 2020.

**Demand:** High, but competitive with significant investment required.

## 7. Social Media Advertising:

**Description:** Short-form videos for platforms like Facebook, Instagram, TikTok, and Twitter.

**Revenue:** The social media advertising market is expected to reach \$200 billion by 2024.

**Demand:** Very high, due to the dominance of social media in digital marketing strategies.

## 8. Real Estate Videos:

**Description:** Promotional videos for real estate properties.

**Revenue:** The global real estate market was valued at \$8.6 trillion in 2020.

**Demand:** High, as video content is increasingly used to showcase properties.

## 9. Vacation/Resort/Cruise Line Videos:

**Description:** Promotional videos for travel destinations and experiences.

**Revenue:** The global travel and tourism industry was valued at \$9.2 trillion in 2019.

**Demand:** Moderate to high, depending on travel trends and economic conditions.

## 10. Videos for Yachts:

**Description:** Promotional videos for yacht sales and rentals.  
**Revenue:** The global yacht market is expected to reach \$10.2 billion by 2025.  
**Demand:** Niche market with high-paying potential.

## 11. User-Generated Content (UGC):

**Description:** Content created by users or customers to promote a brand or product.  
**Revenue:** Companies spend billions on UGC campaigns annually.

**Demand:** High, as UGC is seen as more authentic

## **12. Cryptocurrency Videos:**

**Description:** Educational and promotional content about cryptocurrencies, blockchain technology, and investments.

**Revenue:** The global blockchain market is projected to reach \$39.7 billion by 2025.

**Demand:** High, due to the increasing interest in cryptocurrencies and blockchain technologies.

**Potential Earnings:** High, particularly for educational courses and promotional content for cryptocurrency startups and ICOs (Initial Coin Offerings).

## **13. Construction Safety Training Videos:**

**Description:** Educational videos focusing on safety protocols and best practices for the construction industry.

**Revenue:** The global construction market is projected to reach \$15.5 trillion by 2030.

**Demand:** High, due to stringent safety regulations and the need for ongoing worker training.

**Potential Earnings:** Moderate to high, as companies are willing to invest in safety training to comply with regulations.

## **14. "How to Make Money Online" Videos:**

**Description:** Content focused on various methods and strategies for earning money through online ventures.

**Revenue:** The online business and e-commerce market are booming, with a projected value of \$4.2 trillion in 2021.

**Demand:** Very high, as many people seek alternative income sources and financial independence.

**Potential Earnings:** High, particularly for content creators who can build a large following and monetize through ads, sponsorships, and courses.

## **15. Tech Review Videos:**

**Description:** Unboxings of the latest gadgets, and technology

**Revenue:** Market is projected to reach \$1.1 trillion by 2025.

**Demand:** High, with a large audience interested in tech reviews and recommendations.

**Potential Earnings:** High, especially through affiliate marketing, and ad revenue.

#### **16. Fitness and Wellness Videos:**

**Description:** Instructional and motivational content focused on fitness routines, healthy living, and wellness practices.

**Revenue:** The global fitness market is expected to reach \$233.8 billion by 2026.

**Demand:** Very high, as health and fitness are evergreen topics with a broad audience.

**Potential Earnings:** High, for influencers and trainers who can attract sponsorships and create paid programs.

#### **17. Fashion and Beauty Videos:**

**Description:** Tutorials, reviews, and promotional content related to fashion trends, beauty products, and styling tips.

**Revenue:** The global beauty market is projected to reach \$756 billion by 2026.

**Demand:** High, with a large and engaged audience on platforms like YouTube and Instagram.

**Potential Earnings:** High, through sponsorships, affiliate marketing, and brand collaborations.

#### **18. Travel Vlogs and Destination Videos:**

**Description:** Content showcasing travel destinations, experiences, and tips for travelers.

**Revenue:** The travel industry is valued at over \$9.2 trillion.

**Demand:** High, with the resurgence of travel post-pandemic.

**Potential Earnings:** High, through ad revenue, sponsorship partnerships with travel brands and tourism boards.

#### **19. Gaming Videos and Esports Content:**

**Description:** Let's Plays, game reviews, and esports coverage.

**Revenue:** Projected to reach \$256.97 billion by 2025.

**Demand:** Very high, with a massive audience of gamers

**Potential Earnings:** w/strong viewer engagement.

#### **20) Cooking and Food Videos:**

**Description:** Recipe tutorials, cooking tips, and food reviews.

**Revenue:** The global food market is valued at over \$8 trillion.

**Demand:** High, with a broad audience for culinary content.  
**Potential Earnings:** High, through ad revenue, sponsorships, and cookbooks or merchandise sales.

## **21. DIY and Craft Videos:**

**Description:** Tutorials on do-it-yourself projects, crafting, and home improvement.

**Revenue:** The DIY home improvement market is projected to reach \$514.9 billion by 2028.

**Demand:** High, as many people enjoy hands-on projects and learning new skills.

**Potential Earnings:** Moderate to high, particularly through ad revenue and sponsorships.

## **22. Educational Videos for Kids:**

**Description:** Content aimed at teaching children various subjects, from science to arts and crafts.

**Revenue:** The global edtech market is projected to reach \$404 billion by 2025.

**Demand:** High, as parents and educators seek quality educational content for children.

**Potential Earnings:** High, especially for channels that can build a large audience.

## **23. Pet and Animal Videos:** pet care, and training, animal videos.

**Revenue:** pet care market is expected to reach \$241.1 billion

**Demand:** High, with a passionate audience of pet owners.

**Potential Earnings:** Moderate to high, through ad revenue, sponsorships, and merchandise sales.

## **24. YouTube Channels:**

**Various Subcategories:**

**Sports:** High engagement with large audiences; potential ad revenue.

**Military History:** dedicated audience; potential for sponsorships.

**Gamers:** High; revenue from ads, sponsorships, and donations.

**Cars:** Passionate audience; potential for ad revenue and sponsorships.

**How-To Videos:** popular; ad revenue and sponsorship potential.

**Hunting Videos:** dedicated following; potential for sponsorships.

**Unboxing Videos:** High engagement; ad revenue and sponsorship

## **Additional Categories of Video Editing Specialization**

### **1. Corporate video Production**

Training videos, promotional content, internal communications

### **2. Virtual event and livestream editing**

Post-production for webinars, virtual conferences, live events

### **3. Podcast video production**

Video podcasts, audiogram creation

### **4. Drone footage editing**

For real estate, tourism, events, documentaries

### **5. Motion graphics and VFX**

For commercials, explainer videos, title sequences

### **6. Documentary editing**

Both long-form and short-form documentaries

### **7. Wedding and event videography**

Highlight reels, full-length edits

### **8. Vertical video editing**

Specifically for mobile-first platforms

### **9. 360-degree and VR video editing**



## **D3 - How To Find Video Editing Work In Your Niche**

Here is a comprehensive plan for video editors to find work in their chosen niche, detailing various approaches with task lists for each.



### **Approach 1: Freelance Platforms**

#### **Join Multiple Freelance Platforms:**

##### **Task List:**

- Sign up on Upwork, Fiverr, Toptal, Guru, and similar platforms.
- Create a detailed profile highlighting your niche specialization.
- Upload a portfolio showcasing relevant work.
- Write customized proposals for each job application.
- Build a network by maintaining good relationships with clients.

#### **Optimize Your Profile and Portfolio:**

##### **Task List:**

- Include keywords related to your niche in your profile.
- Create a niche-specific showreel.
- Add client testimonials and case studies.

#### **Leverage Client Feedback:**

##### **Task List:**

- Request feedback and reviews after each completed project.
- Display positive reviews prominently on your profile.
- Link them to linked in and your other online profiles

### **Approach 2: Networking and Community Engagement**

#### **Join Relevant Online Communities:**

##### **Task List:**

- Sign up for forums, and groups in your niche.
- Participate in discussions and offer valuable insights.
- Share your work and seek constructive feedback.

#### **Attend Virtual Events and Webinars:**

##### **Task List:**

- Register for webinars and online events related to your niche.
- Network with attendees and speakers.
- Follow up with new contacts and discuss potential collaborations.



### **Collaborate with Influencers and Other Creators:**

#### **Task List:**

- Identify influencers and creators in your niche.
- Reach out with collaboration proposals.
- Work on projects for exposure or in exchange for promotion.

### **Approach 3: Direct Outreach and Cold Pitching**

#### **Research Potential Clients:**

##### **Task List:**

- Identify entities in need of video content in your niche.
- Use LinkedIn, company websites, and industry directories to gather contacts.

#### **Craft Personalized Pitches:**

##### **Task List:**

- Write tailored emails outlining your expertise and how you can add value.
- Include links to your portfolio and relevant work samples.
- Follow up with a call or another email if there is no response.

#### **Offer Free Trials or Discounts:**

##### **Task List:**

- Propose a free or discounted project to showcase your skills.
- Ensure the trial project aligns with the client's needs/demonstrates your value.

### **Approach 4: Content Marketing and Personal Branding**

#### **Create a Website and Blog:**

##### **Task List:**

- Develop a professional website showcasing your services and portfolio.
- Start a blog focused on your niche, sharing insights and case studies.

#### **Utilize Social Media Marketing:**

##### **Task List:**

- Regularly post niche content on LinkedIn, Instagram, and Twitter.
- Share BTS looks at your projects and client testimonials.
- Engage with followers and industry professionals.

## **Publish Case Studies and Tutorials:**

### **Task List:**

- Write and publish detailed case studies of past projects.
- Create tutorial videos that demonstrate your expertise.
- Share these resources on your website and social media platforms.

## **Approach 5: Partnering with Agencies and Platforms**

### **Sign Up with Creative Agencies:**

#### **Task List:**

- Apply to agencies like Creative Circle, 24 Seven, and Artisan.
- Provide a portfolio and resume tailored to your niche.
- Build relationships with agency representatives.

### **Register on Niche Job Boards:**

#### **Task List:**

- Sign up on niche job boards like Media Match and Mandy.
- Regularly check for new job postings.
- Apply with customized cover letters and portfolios.

### **Utilize Job Search Engines:**

#### **Task List:**

- Set up alerts for jobs on Indeed, Glassdoor, and SimplyHired.
- Apply to relevant listings promptly.
- Network with recruiters and hiring managers on these platforms.

## **Approach 6: Building a Referral Network**

### **Ask for Referrals from Past Clients:**

#### **Task List:**

- Reach out to satisfied clients and request referrals.
- Offer incentives for successful referrals.

### **Network with Other Freelancers:**

#### **Task List:**

- Join freelancer networks and co-working spaces.
- Offer to exchange referrals with freelancers in related fields.

### **Maintain Long-Term Client Relationships:**

#### **Task List:**

- Stay in touch with past clients through updates and newsletters.
- Offer discounts for repeat business and long-term contracts.

## **Combining Approaches**

### **Diversify Your Efforts:**

#### **Task List:**

Allocate time to each approach based on your strengths and opportunities.

Track which methods yield the best results and adjust your strategy accordingly.

### **Continuous Learning and Adaptation:**

#### **Task List:**

Stay updated on industry trends and new tools.

Adapt your approach based on market demands and feedback.

By following these detailed task lists for different approaches, video editors can effectively find work in their chosen niche, optimize their opportunities, and potentially increase their income in a competitive market.



## **E - Extra Income Steams**

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### **Offer rush services:**

Charge a premium for quick turnaround times.

### **Create video templates:**

Sell pre-made templates on Envato or Motion Array.

### **Teach online courses:**

Share your expertise on platforms like Udemy or Skillshare.

### **Start a YouTube channel:**

Create tutorials and monetize through ads and sponsorships.

### **Offer complementary services:**

Expand into basic motion graphics or color grading.

### **Create stock footage:**

Shoot/sell stock video on sites like Shutterstock or Adobe Stock.

### **Specialize in a niche:**

Focus on high-paying industries like corporate or medical.

### **Consultation services:**

Offer expert advice on video production and post-production.

### **Create social media content:**

Edit and optimize videos for various social platforms.

### **Collaborate with photographers:**

Partner to offer combined photo and video packages.

### **Offer video editing workshops:**

Host in-person or online workshops for beginners.

### **Create wedding video packages:**

Weddings have higher budgets for video services.

### **Offer subscription services:**

Offer ongoing editing services for regular content creators.

### **Optimize for local SEO:**

Target local businesses needing video services.

### **Offer video restoration services:**

Help people digitize and restore old footage.

## **F - HIGH-paying, LOW-competition niches**



### **Corporate Video**

- High demand due to increased remote work
- Often requires ongoing work
- Less creative competition due to specialized content

### **Medical and Healthcare Videos**

- Growing field with high budgets
- Includes surgical procedure videos, medical device demonstrations
- Requires attention to detail and discretion

### **Legal Video Services**

- Includes deposition editing, evidence compilation
- High-stakes work with premium rates
- Less saturated market due to specialized knowledge required

### **Real Estate Video Tours**

- Growing demand, especially for luxury properties
- Can include drone footage editing
- Potential for recurring clients

### **Financial Services Videos**

- Explainer videos for complex financial products
- High-end corporate clients with larger budgets
- Less creative competition

### **Industrial and Manufacturing Process Videos**

- Technical videos for internal use or marketing
- Requires understanding of industrial processes
- Often involves long-term contracts

### **E-learning and Educational Content**

- Booming market with the rise of online education
- Potential for ongoing work with educational institutions
- Requires clear, engaging editing style.

### **Nonprofit/NGO Documentary-Style Videos**

- Often have grants or dedicated budgets for video production
- Meaningful work with potential for high-profile exposure
- Less price competition due to mission-driven nature

### **High-End Wedding Films**

- Focus on luxury weddings with bigger budgets
- Requires both technical skill and artistic flair
- Less saturated than the general wedding video market

### **Technical Product Demonstrations**

- For B2B companies with complex products
- Requires understanding of the product and target audience
- Often leads to long-term client relationships

These niches typically offer higher pay due to their specialized nature and the value they bring to clients. They also tend to have less competition because they require specific knowledge or skills beyond general video editing.

To break into these niches:

1. Educate yourself about the specific industry
2. Create sample videos relevant to the niche
3. Network with professionals in these industries
4. Highlight any relevant experience or knowledge in your portfolio

Remember, while these niches can be lucrative, they may require additional learning and adaptation of your skills. The investment in specializing can pay off significantly in higher rates and more stable work.



## G - Become an Expert in an Area Related to your Niche



Becoming an expert in a specific area can greatly enhance your career prospects and establish you as a go-to professional in your niche. Here's a detailed look on how to achieve that:

### **1. Identify Your Niche**

Identify the specific area you are passionate about and see potential growth in. The exercises and lists referred to earlier may have been useful in helping you to decide which niche to pursue. Identifying your niche is step 1 in this process.

### **2. Gain Specialized Knowledge**

#### **Formal Education**

**Courses and Degrees:** Enroll in specialized courses or degree programs that focus on your chosen niche. Many film schools and online platforms offer targeted programs.

**Certifications:** Obtain certifications in specific software and techniques relevant to your niche this could range from Adobe Certified Expert, Avid Certified User to certification from Google or Hubspot if your goal is to edit video for social media marketing platforms.

#### **Self-Education**

**Books and Tutorials:** Read books and watch tutorials specifically related to your niche. A subscription to kindle unlimited or scribd.com (everand.com) can be a cost-effective way of accessing a full library of training. Free tutorials can also be found on YouTube.

**Online Courses:** Websites like LinkedIn Learning, Master Class, Udemy, Coursera, and Skillshare provide courses tailored to specific aspects of video editing and other related subjects like AI.

### 3. Build a Specialized Portfolio

**Projects:** Take on projects that align with your chosen niche, even if they are unpaid or for personal practice. This helps build a portfolio that showcases your expertise.

**Showreels:** Create a showreel that highlights your best work in your niche. Make sure it's concise and demonstrates your unique skills and creativity.

### 4. Network within Your Niche

**Industry Events:** Attend industry-specific events, conferences, and workshops. Networking with professionals in your niche can lead to job opportunities and collaborations.

**Online Communities:** Join forums, social media groups, and online communities related to your niche. Engaging with others can provide insights and opportunities.

### 5. Stay Updated with Trends and Technology

**Software Updates:** Stay current with the latest updates and features of the software you use.

**Trends:** Follow industry blogs, news, and influencers to stay informed about the latest trends and techniques in your niche.

**Experiment:** Regularly experiment with new tools and techniques to stay innovative and adaptable.

### 6. Seek Mentorship and Feedback

**Mentorship:** Find a mentor who is an established expert in your niche. Their guidance can accelerate your learning and career progression.

**Feedback:** Regularly seek feedback on your work from peers and professionals. Constructive criticism helps you improve and refine your skills. But this can also spread word of your expertise within the media community, helping to establish you as a specialist.



## 7. Market Yourself as an Expert

**Website and Social Media:** Create a professional website and maintain active social media profiles that showcase your expertise and portfolio.

**Content Creation:** Write blogs, create tutorials, or make behind-the-scenes videos to share your knowledge and position yourself as an authority in your niche.

## 8. Continuous Learning and Improvement

**Critical Analysis:** Regularly analyze your own work and the work of others to understand what makes editing in your niche effective.

By following these steps, you can establish yourself as an expert in a specific area of video editing, making you more attractive to potential clients and employers, and setting you apart in a competitive industry.





## **H - Social Media Marketing**

Here are some free or low-cost social media marketing courses that can help you enhance your skills and earn certifications to display on your Upwork profile:

### **1) Meta Blueprint**

**Course:** [How to Make Your Instagram Content Stand Out](#)

**Platform:** Facebook

**Certificate:** Yes

**Cost:** Free

**Details:** Learn to create engaging Instagram content, including using Stories, Reels, and Live.

### **2) Google Digital Garage**

**Course:** [Fundamentals of Digital Marketing](#)

**Platform:** Google

**Certificate:** Yes

**Cost:** Free

**Details:** Comprehensive course covering various aspects of digital marketing, and social media.

### **3) HubSpot Academy**

**Course:** [Social Media Marketing Certification](#)

**Platform:** HubSpot

**Certificate:** Yes

**Cost:** Free

**Details:** Essential social media marketing skills and strategies.

#### 4) **Hootsuite Academy**

**Course:** [Social Marketing Training](#)

**Platform:** Hootsuite

**Certificate:** Available for a fee (\$199)

**Cost:** Free (course only)

**Details:** Comprehensive training on multiple social media platforms.

#### 5) **Coursera**

**Courses:** [What Is Social?](#) by Northwestern University

[Social Media Advertising](#) by the University of Colorado

**Platform:** Coursera

**Certificate:** Available with a fee

**Cost:** Free (audit mode)

**Details:** Insights into social media trends, advertising, and strategy development.

#### 6) **eMarketing Institute**

**Course:** [Free Social Media Marketing Certification Course](#)

**Platform:** eMarketing Institute **Certificate:** Yes **Cost:** Free

**Details:** Covers a wide range of social media marketing topics with a certification exam.

#### 7) **Skillshare**

**Courses:**

[Introduction to Social Media Strategy](#)

[Introduction to Social Media Advertising](#)

**Platform:** Skillshare

**Certificate:** Not specified

**Cost:** Free for the first month with a subscription

**Details:** Covers basics of social media strategy and advertising.

## **8) YouTube Creator Academy**

**Courses:** [YouTube Creator Academy](#)

**Platform:** YouTube

**Certificate:** Not specified

**Cost:** Free

**Details:** Learn how to create engaging content, grow your channel, and monetize your videos.

## **9) TikTok Business Learning Center**

**Courses:** [TikTok Business Learning Center](#)

**Platform:** TikTok

**Certificate:** Not specified

**Cost:** Free

**Details:** Resources and courses on how to use TikTok for business marketing.

## **10) LinkedIn Learning**

**Courses:** Various social media marketing courses

**Platform:** [LinkedIn Learning](#)

**Certificate:** Yes

**Cost:** Free trial available for one month

**Details:** Access to a wide range of courses covering different aspects of social media marketing.

These courses can help you build the necessary skills for creating social media marketing ads and content, and the certifications can boost your competency on platforms like Upwork.

## **Additional Resources**

**Books** (books available through kindle unlimited or scribd.com)

1) "**Social Media Marketing All-in-One For Dummies**"

Social marketing tips and platforms that always work.

2) "**Made to Stick: Why Some Ideas Survive and Others Die**"

Insights into creating compelling content that captures audiences

3) "**Building a StoryBrand: Clarify Your Message So Customers Will Listen**" Focuses on storytelling and brand alignment.

4) "**Crushing It!: How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too**" by Gary Vaynerchuk

Insights into leveraging social media for personal and business growth.

## **Additional Tips**

**Stay Updated:** Follow industry blogs and influencers like Social Media Examiner, Neil Patel, and Gary Vaynerchuk for the latest trends and insights.

**Practice Regularly:** Apply what you learn by creating and editing your own social media videos. Consistent practice is key to mastering new skills.

**Join Online Communities:** Engage with communities on platforms like Reddit (e.g., r/videoediting, r/socialmedia) and LinkedIn groups to network and learn from peers.

**Portfolio Development:** Build a portfolio showcasing your work on platforms like Behance or a personal website to attract potential clients on Upwork.



## I - Essential Tools for Trend Monitoring



Use these tools to be aware of emerging trends that may impact social media video marketing and video editing.

### **BuzzSumo:**

URL: [BuzzSumo](#)

**Usage:** BuzzSumo allows you to track trending topics and see what content is performing best in real-time.

### **Social Blade:**

URL: [Social Blade](#)

**Usage:** Social Blade provides detailed statistics on YouTube, Twitch, and Instagram channels, helping you identify rising stars and trending content creators.

### **Tubular Labs:**

URL: [Tubular Labs](#)

**Usage:** Gain insights into video performance and audience engagement. Tubular Labs offers comprehensive data on video content trends across platforms like YouTube, Facebook, and Instagram.

### **Sprout Social:**

URL: [Sprout Social](#)

**Usage:** Manage and analyze social media interactions. Sprout Social's analytics tools help you track trending hashtags, keywords, and topics to inform your content strategy.

### **Hootsuite Insights:**

URL: [Hootsuite](#)

**Usage:** Hootsuite Insights provides real-time data on what's trending across various social media platforms, enabling you to tailor your content accordingly.

### **Trendspottr:**

URL: [Trendspottr](#)

**Usage:** Predict emerging trends. Trendspottr's predictive algorithms help you discover trending topics before they become mainstream.

**Google Trends:**URL: [Google Trends](#)

**Usage:** Explore trending search queries. Google Trends provides insights into the popularity of search terms, helping you understand what topics are gaining traction.

**TikTok Creative Center:**URL: [TikTok Creative](#)

**Usage:** Discover trending content on TikTok. The Creative Center highlights popular hashtags, songs, and creators, giving you a pulse on what's viral on the platform.

**Facebook IQ:**URL: [Facebook IQ](#)

**Usage:** Gain insights into audience behavior and trends. Facebook IQ offers data-driven research to help you understand the latest trends and audience preferences on Facebook and Instagram.

**Twitter Explore:**URL: [Twitter Explore](#)

**Usage:** See what's trending on Twitter. The Explore tab shows trending hashtags, topics, and tweets, giving you real-time insights into popular conversations.

**Instagram Explore:**URL: [Instagram](#)

**Usage:** Discover trending posts and stories. The Explore page curates popular content based on user interests, helping you find inspiration for your own posts.

**YouTube Trending:**URL: [YouTube](#)**Trending**

**Usage:** Watch trending videos. YouTube's Trending page showcases the most popular videos at any given moment.

**Emplifi:****URL:** [Emplifi](#)

**Usage:** Analyze social media performance and trends. Emplifi offers detailed analytics and insights into social media trends, helping you optimize your content strategy.

**Rival IQ:****URL:** [Rival IQ](#)

**Usage:** Track competitor performance and industry trends. Rival IQ provides competitive analysis and social media benchmarks to keep you informed about industry trends.

**Talkwalker:****URL:** [Talkwalker](#)

**Usage:** Monitor brand mentions and trends. Talkwalker's social listening tools help you track brand mentions and emerging trends across various platforms.

**Newswhip:****URL:** [Newswhip](#)

**Usage:** Predict and analyze content trends. Newswhip's analytics platform helps you identify viral content and predict future trends.

**CrowdTangle \_\_\_\_\_:****URL:** [CrowdTangle](#)

**Usage:** Track content performance across social media. CrowdTangle, owned by Meta, provides insights into what content is performing well across Facebook, Instagram, and other platforms

**Keyhole:****URL:** [Keyhole](#)

**Usage:** Monitor hashtags and keywords. Keyhole offers real-time tracking of hashtags, keywords, and URLs, helping you stay updated on trending topics.

**Brandwatch:****URL:** [Brandwatch](#)



**Usage:** Analyze social media conversations and trends. Brandwatch provides deep insights into audience behavior and trending topics.

**Mention:**

**URL:** [Mention](#)

**Usage:** Track brand mentions and trends. Mention's monitoring tools help you stay informed about your brand's online presence and emerging trends.

## **STRATEGIES FOR LEVERAGING TRENDS**

**Consistent Monitoring:** Regularly check these tools to stay updated on the latest trends. Set up alerts and notifications where possible to ensure you never miss important developments.

**Content Adaptation:** Use trending topics as a springboard for your content. Adapt your video content to incorporate popular themes, hashtags, and challenges.

**Audience Engagement:** Engage with your audience on trending topics. Ask for their opinions, run polls, and encourage discussions to boost engagement and visibility.

**Collaborations:** Partner with influencers and creators who are at the forefront of trends. Collaborations can help you reach new audiences and gain insights into emerging trends.

**Data Analysis:** Use analytics to measure the performance of your trend-based content. Understand what works and refine your strategy accordingly.

**Creative Innovation:** Don't just follow trends; innovate within them. Add your unique twist to trending topics to stand out and capture attention.

## **Conclusion**

Staying on top of the hottest and newest trends is crucial for social media video editors. By leveraging the right tools and strategies, you can ensure your content remains relevant, engaging, and ahead of the competition. Embrace the dynamic nature of social media trends and let them inspire your creativity and innovation.



## **J - Stock Footage, Images and Music**



**Motion Elements:** [www.motionelements.com/](http://www.motionelements.com/) Over 15 million

Royalty-free media. Including stock footage, music, templates for video creators Unlimited downloads

**Pond5:** [www.pond5.com](http://www.pond5.com) Over 25 million royalty-free stock media, including video footage, music tracks, sound effects, photos, and other multimedia assets.

**VideoBlocks (Storyblocks):** <https://www.storyblocks.com/> Specializes in high-quality stock videos, photos, and audio. Offers flexible subscription plans & unlimited downloads.

**Dreamstime:** <https://www.dreamstime.com> Provides a vast collection of stock photos, videos, and audio. Offers both royalty-free and rights-managed content.

**Depositphotos:** <https://depositphotos.com> Features a wide range of high-quality stock images and videos. Offers flexible subscription and on-demand plans.

**123RF:** <https://www.123rf.com/> Offers a large library of stock photos, vectors, and videos. Provides affordable subscription and credit-based plans.

**Envato Elements (includes VideoHive):** <https://envato.market> Provides unlimited downloads of stock videos, photos, and templates.

**Motion Array:** <https://motionarray.com/> Offers stock videos, templates, music, and sound effects. Provides unlimited downloads with a subscription.

**Filmsupply:** <https://www.filmsupply.com/> Specializes in high-quality cinematic footage. Offers rights-managed content for professional use.

**Artgrid:** <https://artgrid.io/> Provides high-quality stock footage with a focus on storytelling. Offers unlimited downloads with a subscription.

**Filmora (Wondershare):** <https://wondershare.com> Features stock footage as part of its video editing platform. Offers a variety of subscription plans for different needs.

**Bigstock:** <https://www.bigstockphoto.com/> Provides a large library of photos and videos. Offers flexible subscription and credit-based plans.

**Pixabay:** <https://pixabay.com/videos/> Offers a large collection of high-quality videos, images, and music. All content is free for personal and commercial use without attribution.

**Pexels:** <https://www.pexels.com/videos/> Provides a curated collection of high-quality videos and photos, known for modern and aesthetic content. All videos are free for personal and commercial use without attribution.

**Videvo:** <https://www.videvo.net> Offers a mix of free and premium stock footage across various categories. Free videos are available under different licenses - some require attribution, others don't. Always check the specific license.

**Vecteezy:** <https://vecteezy.com> Specializes in providing a wide range of vector graphics. This includes vector illustrations, icons, patterns, and backgrounds that are useful for graphic designers, marketers, and anyone needing high-quality vector graphics for various projects.

**Videezy:** <https://www.videezy.com/> Specializes in free HD and 4K stock footage, particularly aerial and nature videos. Most free videos require attribution. They also have a premium section.

**Mixkit:** <https://mixkit.co/free-stock-video/> Provides free videos, music, and sound effects as part of the Envato ecosystem. Free videos can be used in personal and commercial projects without attribution.

**Coverr:** <https://coverr.co/> Focuses on videos for website headers and backgrounds, updating weekly. All videos are free for personal and commercial use without attribution.

**Vidsplay:** <https://www.vidsplay.com/> Offers a smaller but focused collection of free HD stock footage. Videos are free for personal and commercial use, but some may require attribution.

**Life of Vids:** <https://www.lifeofvids.com/> Offers a curated selection of free videos, images, and loops with artistic and unique content. All content is free to use without attribution.

**Dareful:** <https://dareful.com/> Specializes in high-quality 4K footage, particularly nature and landscape videos. All videos are free for personal and commercial use without attribution.

**Mazwai:** <https://mazwai.com/> Offers a small but high-quality collection of artistic videos. All videos are free to use, but attribution is appreciated (though not required).

**Motion Places:** <https://www.motionplaces.com/> Focuses on location-specific videos from around the world. Videos are free for personal and commercial use without attribution.

**Splitshire:** <https://www.splitshire.com/category/video/> Offers photos and videos focusing on lifestyle and business content. All content is free to use without attribution.

**Veed.io Free Stock Videos:** <https://www.veed.io/videos> Offers free stock videos as part of their video editing platform. Videos are free for personal and commercial use without attribution.

Each of these sites has its own strengths, whether it's the size of their collection, the specific type of footage they focus on, or additional features they offer. Users often find it beneficial to explore multiple sites to find the perfect footage for their projects. Remember, while these terms are generally applicable, it's always best to double-check the license for each specific video you download.



## **K - Setting up your Upwork Profiles**



### **1) Create a client account**

#### **Step-by-Step Instructions to Set Up a Client Account**

##### **Visit the Upwork Website:**

Go to [Upwork](https://www.upwork.com).

##### **Sign Up for a New Account:**

Click on the "Sign Up" button on the homepage.

##### **Choose Your Role:**

Select "I am a client, hiring for a project."

##### **Provide Your Details:**

Fill in your details, including your full name, email address, and password.

##### **Complete the Sign-Up Process:**

Click on the "Create Account" button

##### **Verify Your Email:**

Check your email for a verification link from Upwork.

Click the verification link to confirm your email address and complete the registration process.

##### **Set Up Your Client Profile:**

After verifying your email, you will be prompted to set up your client profile.

Provide information about your company or personal details if you are an individual client.

Fill in any necessary fields to complete your client profile.

##### **Searching:**

Once your client profile is set up, you can start posting jobs but that is not really needed.

You just want to gather information by searching as described in the section below.

**Set up a Freelancer account.** Now follow a similar process to set up a freelancer account.

<https://www.upwork.com/resources/upwork>

## **Instructions for Clients to Leave a Review**

### **Check Your Email:**

Look for an email invitation from Upwork. The email will have a link to join Upwork and provide feedback.

### **Create an Upwork Account** (if not already a user):

Click the link in the email and sign up for an Upwork client account.

### **Accept the Invitation:**

After creating an account, accept the invitation to connect with you on Upwork.

### **Submit the Review:**

Once connected, follow the prompts to leave feedback/rate the services you provided.

## **Additional Resources      Upwork Help Center:**

If you or your client need further assistance, visit the Upwork Help Center for more detailed instructions. This process allows former clients to provide feedback on your Upwork profile, helping you build credibility and attract new clients on the platform. Any issues or specific questions, contacting Upwork support directly through their help page



## **L - Upwork Search Process Outline**

### **Log into Upwork Client Account**

Access the Upwork website.



Enter login credentials to access the client dashboard.

### **Access Search Window**

Locate the search window at the top right of the page.

Choose “Talent” from the search options.

Enter the term “Video Editor” (or a more specific niche like “Tik Tok Video Editor”).

### **Refine Search Results**

Scroll through the initial search results.

To narrow down results further, use the provided filters.

### **Apply Filters**

#### **English Level**

Select “Native or Bilingual”.

#### **Skills**

Check the box for “Video Editing”.

Optionally, check other skill boxes for more refined results.

#### **Location**

Choose “US only”.

#### **Talent Type**

Select “Top Rated”.

#### **Hourly Rate**

Slide the rate to \$60.

#### **Category and Subcategory**

Set “Category” to “Design & Creative”.

Set “Subcategory” to “Video & Animation”.

#### **Job Success**

Set “Job success” to “90% & up”.

#### **Earned Amount**

Set “Earned amount” to “\$10K+ earned”.

#### **Review Narrowed Search Results**

Examine the results, which should now be around 5 pages of the most successful editors on Upwork with earnings up to \$400K.

Analyze their profiles to understand their success factors.





## **M - Client Avatar**



A client avatar, also known as a buyer persona, is a detailed and semi-fictional representation of an ideal customer used in internet marketing. This profile is created based on real data and some educated speculation about customer demographics behavior patterns, motivations, and goals. It helps businesses understand and cater to the needs, preferences, and pain points of their target audience, allowing for more effective marketing strategies and communications.

### **Components of a Client Avatar**

#### **Demographics:**

**Age:** Specific age or age range.

**Gender:** Male, female, non-binary, etc.

**Location:** Where they live (city, state, country).

**Income:** Average or range of income.

**Education:** Level of education.

**Occupation:** Job title, industry, or type of work.

#### **Psychographics:**

**Values and Beliefs:** What they value and believe in.

**Interests and Hobbies:** Activities they enjoy.

**Lifestyle:** How they spend their time, their routine.

#### **Behavioral Data:**

**Buying Behavior:** Purchasing patterns, frequency, and channels.

**Product Preferences:** Types of products they prefer.

**Online Behavior:** Websites they visit, social media platforms they use.

**Goals and Challenges:**

**Goals:** What they aim to achieve personally or professionally.

**Challenges:** Obstacles they face achieving their goals.

**Pain Points:**

**Problems:** Specific problems or pain points that they encounter and that your product or service can solve.

**Influences and Decision-Making:**

**Influencers:** People or factors that influence their purchasing decisions.

**Decision Criteria:** Key factors they consider when making a purchase.

## **Example of a Client Avatar**

**Name:** Sarah Thompson

### **Demographics:**

**Age:** 35

**Gender:** Female

**Location:** Austin, Texas

**Income:** \$70,000 per year

**Education:** Bachelor's Degree in Marketing

**Occupation:** Marketing Manager

### **Psychographics:**

**Values and Beliefs:** Values work-life balance, sustainability, and continuous learning.

**Interests and Hobbies:** Enjoys yoga, reading self-help books, and traveling.

**Lifestyle:** Spends weekends exploring new hiking trails and attending local events.

### **Behavioral Data:**

**Buying Behavior:** Shops online for convenience, reads product reviews before purchasing.

**Product Preferences:** Prefers eco-friendly and high-quality products.

**Online Behavior:** Active on LinkedIn, Instagram, and regularly reads marketing blogs.

### **Goals and Challenges:**

**Goals:** Aims to advance to a senior marketing position within the next two years, wants to implement successful marketing strategies.

**Challenges:** Struggles with finding reliable marketing analytics tools, managing team productivity.

**Pain Points:**

**Problems:** Finds it hard to balance work and personal life, difficulty in keeping up with rapid industry changes.

**Influences and Decision-Making:**

**Influencers:** Influenced by industry leaders, marketing experts, and peer recommendations.

**Decision Criteria:** Looks for user-friendly, cost-effective, and innovative marketing tools.

Creating a detailed client avatar helps businesses tailor their marketing efforts to better reach and resonate with their ideal customers, ultimately driving more effective and efficient marketing campaigns.



## **N - Unique Value Proposition (UVP)**



A Unique Value Proposition (UVP) is a clear statement that describes the unique benefits of your product or service, how it solves your customer's problems, and what sets you apart from the competition. It is a concise way to convey why potential customers should choose your services over others.

### **Process to Determine Your Unique Value Proposition**

Here's a step-by-step method that a video editor can use to develop their UVP:

#### **Identify Your Target Audience:**

Define who your ideal clients are. Consider factors like industry (e.g., corporate, weddings, social media influencers), project types (e.g., promotional videos, documentaries, event coverage), and specific needs.

#### **Understand Your Audience's Problems and Needs:**

Research and list the common pain points and needs of your target audience. This might include needing high-quality editing, fast turnaround times, creative input, reliable communication, or affordable pricing.

#### **List Your Key Features and Benefits:**

Identify the key features of your video editing services and translate them into benefits. For instance, "state-of-the-art editing software" becomes "high-quality, professional-grade videos."

### **Analyze Your Competitors:**

Look at your competitors' offerings and UVPs. Identify what they emphasize and what gaps or opportunities exist that you can capitalize on.

### **Highlight Your Unique Selling Points (USPs):**

Determine what sets you apart from competitors. This could be your unique editing style, a specific niche you cater to, exceptional client service, extensive experience, or any other distinctive factor.

### **Draft Your UVP:**

Combine the insights from the previous steps into a clear, concise statement. Aim for one to two sentences that succinctly convey your unique value.

### **Refine and Test Your UVP:**

Refine your UVP for clarity and impact. Test it with a few trusted clients or colleagues to get feedback and make adjustments as necessary.

### **Example UVP Creation for a Video Editor**

#### **Identify Your Target Audience:**

Corporate clients needing promotional videos.

Social media influencers requiring engaging content.

Wedding couples looking for memorable event coverage.

#### **Understand Your Audience's Problems and Needs:**

Corporate clients need professional videos that reflect their brand.

Influencers require engaging, fast-paced content to grow their following.

Wedding couples want a beautiful, timeless video that captures their special day.

**List Your Key Features and Benefits:**

High-quality, professional-grade videos (benefit: reflects brand professionalism).

Fast turnaround times (benefit: meets tight deadlines).

Creative input and storytelling (benefit: captivating and memorable videos).

**Analyze Your Competitors:**

Competitor A emphasizes affordability.

Competitor B focuses on quick turnaround.

Competitor C highlights their experience in a specific niche.

**Highlight Your Unique Selling Points (USPs):**

Unique storytelling techniques that make videos memorable.

Personalized service with direct communication throughout the project.

Extensive experience with a diverse range of clients.

**Draft Your UVP:**

“I create memorable, high-quality videos that capture your story with a unique blend of creativity and professionalism, ensuring a personalized experience from start to finish.”

**Refine and Test Your UVP:**

Get feedback from a few clients: "Your feedback has helped me shape my UVP. Thank you!"

By following these steps, a video editor can craft a compelling UVP that resonates with their target audience and clearly differentiates their service from the competition.



## O - Craft the Perfect Upwork Profile Title Based on Your UVP



Your Upwork profile title is the first thing potential clients see, and it plays a critical role in making a strong first impression. A well-crafted title, rooted in your Unique Value Proposition (UVP), can set you apart from the competition and attract the right clients. Here's a step-by-step process to help video editors create an impactful Upwork profile title based on their UVP.

### **Step 1: Understand Your Unique Value Proposition**

Before crafting your title, you need a clear understanding of your UVP. If you haven't already, follow these steps to create your UVP:

**Identify Your Target Audience:** Determine who your ideal clients are. Are they corporate clients, social media influencers, wedding couples, or another specific group?

**Understand Their Needs and Pain Points:** Research and list the common challenges your target audience faces. What do they need from a video editor?

**List Your Key Features and Benefits:** Identify how the unique aspects of your service benefit your clients.

**Highlight Your Unique Selling Points (USPs):**

Determine what sets you apart from competitors. This could be your unique editing style, specific niche expertise, exceptional client service, etc.



## **Step 2: Identify Keywords Relevant to Your Services**

Upwork is a search-driven platform, so incorporating relevant keywords into your profile title is essential. Think about the terms your target clients would use to find services like yours. These might include:

- Tik Tok Video Editor
- Professional Video Editing
- Creative Storytelling
- High-Quality Video Production
- Fast Turnaround
- Promotional Videos
- Social Media Content
- Wedding Videos

## **Step 3: Combine Your UVP with Relevant Keywords**

Your profile title should be a blend of your UVP and relevant keywords. It needs to be concise, clear, and compelling. Here's a structure you can use:

**[Role/Service] + [Specialization/Niche] + [Unique Selling Point/Benefit]**

## **Step 4: Craft Multiple Title Options**

Experiment with different combinations to see which one best captures your UVP while incorporating the right keywords. Here are a few examples:

## **“Professional Video Editor Specializing in Creative Storytelling”**

Highlights your professional role and unique approach to storytelling.

## **“High-Quality Video Production for Corporate Clients and Influencers”**

Emphasizes the quality of your work and specific target audiences.

## **“Fast-Turnaround Video Editor for Social Media and Promotional Content”**

Focuses on your efficiency and the type of content you specialize in.

## **“Wedding Video Specialist with a Personal Touch and Creative Flair”**

Targets a specific niche and highlights your unique approach.

## **Step 5: Test and Refine Your Title**

After crafting several title options, test them out. You can:

- Ask for feedback from peers or previous clients.

- Use A/B testing by changing your title periodically and observing which one attracts more views and inquiries.

## **Example Scenario**

Let’s say your UVP is: “I create memorable, high-quality videos that capture your story with a unique blend of creativity and professionalism, ensuring a personalized experience from start to finish.”

Based on this UVP, your title options could be:

**“Creative Professional Video Editor for Memorable High-Quality Videos”**

**“High-Quality, Creative Video Production with Personalized Experience”**

**“Expert Video Editor Specializing in Creative, Personalized Storytelling”**

## **Final Tips**

**Keep It Concise:** Your title should be short and to the point. Aim for no more than 10-12 words.

**Be Specific:** Clearly indicate your specialization and what sets you apart.

**Use Powerful Words:** Words like “Expert,” “Professional,” “Specialist,” “High-Quality,” and “Creative” can make your title more appealing.

**Stay True to Your UVP:** Ensure your title accurately reflects the unique value you offer to clients.

## **Conclusion**

Crafting an effective Upwork profile title as a video editor involves understanding your UVP, incorporating relevant keywords, and testing different options. By following this step-by-step process, you can create a compelling title that attracts the right clients and sets you apart in a competitive marketplace.



## P - The importance of a JSS



### Upwork Job Success Score (JSS) Explanation

[P37](#) [P47](#)

The Upwork Job Success Score (JSS) is a metric that measures a freelancer's reputation and performance. It considers various factors to provide a comprehensive view of a freelancer's reliability and client satisfaction.

### Factors Influencing JSS

**Private and Public Feedback:** Includes both public star ratings and private feedback from clients.

**Long-term Client Relationships:** Repeat work with clients positively affects the JSS.

**Contracts Without Feedback:** These can negatively impact the score if a significant portion of contracts ends without feedback.

**Disputes and Refunds:** Negative impacts arise from disputes and refunded contracts.

**Inactive Contracts:** Contracts that remain open without activity can negatively affect the score.

### JSS Calculation

While the exact formula is proprietary, the JSS is generally understood to be a weighted average considering:

- Total feedback score (public and private).

- Weighting recent jobs more heavily.

- Ratio of successful to unsuccessful contracts.

For the sake of this calculation, we will simplify the model by using the average of public feedback scores.

## **Scenario Analysis: Impact of Reviews on JSS**

### **Initial Scenario: 5 Jobs with 5-Star Reviews**

**Current Jobs:** 5 jobs

**Current Feedback:** 5-star each

**Current JSS:** 100%

### **Adding a 4-Star Review**

**New Job:** 1 job with a 4-star review

**Total Jobs:** 6

Let's assume the JSS is directly proportional to the average feedback score. Thus, a new average score of 4.83 might correspond to a JSS of approximately 96.6%

### **Adding a 2-Star Review**

**New Job:** 1 job with a 2-star review

**Total Jobs:** 6

A new average score of 4.5 might correspond to a JSS of approximately 90% (since  $4.5/5=0.9$ ).

### **Recovery to 100% JSS**

To recover a JSS of 100%, calculate the number of additional 5-star reviews needed to offset the lower review scores.

### **From a 4-Star Review**

Our simplified model doesn't account for the exact weighting Upwork uses. However, we can infer that it takes multiple perfect reviews to recover.

For a practical estimate, assume each additional 5-star review slightly increases the average:

Thus, it might take approximately 14 additional 5-star reviews to bring the JSS close to 100%.

## **From a 2-Star Review**

Again, multiple perfect reviews are needed.

It might take approximately 54 additional 5-star reviews to bring the JSS close to 100% after a single 2-star review.

## **Conclusion**

**Impact of a 4-star review:** JSS drops to approximately 96.6%.

**Impact of a 2-star review:** JSS drops to approximately 90%.

**Recovery from a 4-star review:** Approximately 14 additional 5-star reviews.

**Recovery from a 2-star review:** Approximately 54 additional 5-star reviews.

These estimates demonstrate the significant impact of lower reviews, and the substantial effort required to recover a perfect JSS.



## Q1 Freelance/Fulltime Platforms

[P6](#) [P9](#) [P13](#) [P43](#)



### 1. Upwork: [www.upwork.com](http://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](http://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](http://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](http://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](http://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](http://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](http://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:

<https://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](http://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.

## **Q2. Subscription-Based Job Boards (Yearly/Monthly Fee)**

### **1. Media Match:**

[www.media-match.com](http://www.media-match.com)

**How it Works:** Subscription service for media and entertainment jobs. Monthly or yearly subscription fees.

**Client Feedback:** No

**Founded:** 2000.

**User Base:** Thousands.

**Revenue:** Not disclosed.

**Description:** Specializes in media and entertainment jobs, for video editors in these industries. Competition varies. The subscription model may result in higher-quality job postings, but also limits access. Users can expect a steady stream of video editing opportunities, ranging from corporate videos to feature films. Clients typically include production companies, studios, and media organizations. Budget ranges vary widely, from indie projects to high-end productions. The platform's niche focus makes it valuable for editors seeking industry-specific work.

### **2. Mandy:**

[www.mandy.com](http://www.mandy.com)

**How it Works:** Subscription service for film and TV jobs. Monthly or yearly subscription fees.

**Client Feedback:** No public feedback. **Founded:** 1995.

**User Base:** Thousands of listing **Revenue:** Not disclosed.

**Description:** Mandy caters specifically to film and TV professionals, including video editors. The platform's long-standing presence in the industry attracts a wide range of clients, from independent filmmakers to major studios. Competition can be high for prestigious projects. Users can find diverse editing jobs, from short films to TV series. The subscription model ensures serious job seekers and posters, potentially leading to higher-quality opportunities. Budget ranges vary significantly, reflecting the diverse nature of film and TV production scales.

### **3. ProductionHUB:** [www.productionhub.com](http://www.productionhub.com)

**How it Works:** Job board for production jobs. Free basic listings, premium plans available.

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

**Founded:** 1999. **User Base:** Over 500,000 users.

**Revenue:** Not publicly disclosed.

**Description:** ProductionHUB offers a comprehensive platform for production professionals, including video editors. Its large user base results in a high volume of job postings but also increased competition. The platform is user-friendly, allowing freelancers to create detailed profiles. Job types range from corporate videos to feature films, with clients varying from small businesses to major production companies. Budget ranges are diverse, catering to both low-budget indie projects and high-end productions. The free basic listing option makes it accessible to a wide range of freelancers.

### **4. Staff Me Up:** [staffmeup.com](http://staffmeup.com)

**How it Works:** Job board for media and production jobs. Monthly or yearly subscription fees.

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

**Founded:** 2011. **User Base:** Thousands of job listings.

**Revenue:** Not publicly disclosed.

**Description:** Staff Me Up focuses on crew jobs in the entertainment industry, including video editing positions. The platform's specialization attracts industry-specific clients, from reality TV producers to feature film studios. Competition can be intense for high-profile projects. The subscription model may limit access but can result in higher-quality job listings. Users can expect a steady flow of editing opportunities, particularly in television and film. Job types range from assistant editor positions to lead editor roles on major productions. Budget ranges vary based on the project scale and production type.

## 5. Shooting People:

<https://shootingpeople.org>

**How it Works:** Monthly or yearly subscription fees

**Client Feedback:** No **Founded:** 1998. **User Base:** Over 45,000

**Revenue:** Not publicly disclosed.

**Description:** Shooting People caters specifically to independent filmmakers, offering a niche platform for video editors interested in indie projects. The community-focused approach fosters collaboration and networking. Competition is moderate, with a emphasis on creative, low-budget projects. Users can expect a steady stream of editing opportunities for short films, documentaries, and indie features. Clients are typically independent directors and producers. Budget ranges are often on the lower end, reflecting the indie nature of projects. The platform's unique value lies in its focus on independent and artistic filmmaking, making it ideal for editors passionate about creative, non-commercial work.

## 6. ProductionBeast

[www.productionbeast.com](http://www.productionbeast.com)

**How it Works:** Job board for film and TV production. Free basic listings, premium plans available.

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

**Founded:** 2012.

**User Base:** Thousands of job listings.

**Revenue:** Not publicly disclosed.

**Description:** ProductionBeast specializes in film and TV production jobs, including video editing positions. The platform's industry focus attracts a range of clients, from independent producers to established production companies. Competition can be moderate to high, depending on the project. The free basic listing option makes it accessible to many freelancers, while premium plans offer enhanced visibility. Users can find diverse editing opportunities, from reality TV to feature films. Job postings typically include a mix of short-term gigs and longer-term positions. Budget ranges vary widely, reflecting the diverse nature of film and TV production scales. The platform's value lies in its specific focus on production jobs, making it a valuable resource for editors seeking industry-specific work

### **Q3. Community- Sites (Education, Networking, and Jobs)**

#### **1. Behance Job List:** [www.behance.net/joblist](http://www.behance.net/joblist)

**How it Works:** Free to join, jobs posted by employers.

**Client Feedback:** No public feedback system. **Founded:** 2006.

**User Base:** Millions of creatives. **Revenue:** Part of Adobe's revenue.

**Description:** Behance Job List offers a unique blend of creative inspiration and job opportunities for video editors. As part of the larger Behance network, it attracts a wide range of clients from individual creatives to large agencies. Competition can be high due to the platform's popularity, but the quality of job postings is generally good. Users can expect to find diverse video editing opportunities, from motion graphics for startups to editing roles for major brands. The platform is user-friendly, allowing editors to showcase their work alongside job applications. Job frequency is steady, with new opportunities posted regularly. Budget ranges vary widely, catering to both entry-level editors and experienced professionals.

#### **2. Creative COW:** <https://creativecow.net>

**How it Works:** Forums and job listings. Free membership.

**Client Feedback:** No public feedback system. **Founded:** 2001.

**User Base:** Thousands of users. **Revenue:** Not publicly disclosed.

**Description:** Creative COW (Creative Communities of the World) is a comprehensive resource for video editors, combining forums, tutorials, and job listings. Its strong community focus makes it an excellent platform for networking and knowledge sharing. Job competition can be moderate, as the site attracts serious industry professionals. Users can find a mix of freelance and full-time editing opportunities, ranging from corporate videos to high-end post-production work. The platform's educational resources add significant value for editors looking to upskill. Job postings are regular but may be fewer compared to dedicated job boards. Clients range from independent producers to established post-production houses, with varying budget ranges.

### 3. Stage 32:

[www.stage32.com](http://www.stage32.com)

**How it Works:** Free basic membership, premium plans available.

**Client Feedback:** No public feedback system. **Founded:** 2011.

**User Base:** Over 500,000 users. **Revenue:** Not publicly disclosed.

**Description:** Stage 32 is a unique platform tailored specifically for creative professionals in the entertainment industry, including video editors focused largely on feature film production. Unlike broader freelance sites, Stage 32 offers a focused community where the competition is more niche but highly skilled, providing a balanced environment for showcasing your talents. The website is user-friendly, making it easy for freelancers to navigate job postings and connect with potential clients. Typically, Stage 32 features a diverse array of video editing jobs each month, catering to a range of clients from independent filmmakers and private parties to major corporations. Job budgets vary widely, accommodating everything from low-budget indie projects to high-budget commercial productions. On Stage 32, you can find job opportunities spanning TV commercials, film trailers, social media content like TikTok ads, and even personal projects such as Bar Mitzvah videos, offering a broad spectrum of creative work to suit various interests and expertise.

### 4. Film Riot:

[www.filmriot.com](http://www.filmriot.com)

**How it Works:** Educational community for filmmakers. Free content,

**Client Feedback:** No public feedback system. **Founded:** 2009.

**User Base:** Over 1.6 million **Revenue:** Not publicly disclosed.

**Description:** Film Riot, while primarily an educational resource, also serves as a community hub for filmmakers and video editors. Its job listings are less frequent but often more targeted towards passionate, creative editors. Competition for posted jobs can be intense due to the platform's engaged community. The site is particularly valuable for editors interested in narrative filmmaking and creative video projects. Job types often include short films, music videos, and indie features. Clients are typically independent filmmakers and small production companies. Budget ranges tend to be on the lower end, reflecting the

indie nature of many projects. The platform's main value lies in its combination of learning resources and industry connections.

**5. No Film School:** <https://nofilmschool.com>

**How it Works:** Educational resources and job listings for filmmakers. Free content, revenue from ads and sponsorships.

**Client Feedback:** No public feedback system. **Founded:** 2010.

**User Base:** Millions of visitors per month. **Revenue:** NA

**Description:** No Film School is a popular educational website for filmmakers that also features job listings. The platform attracts a diverse range of clients, from indie filmmakers to established production companies. Competition for jobs can be high due to the site's large readership. Video editing opportunities vary widely, including everything from YouTube content to feature films. The platform is particularly useful for editors looking to stay updated on industry trends while job hunting. Job postings are regular but not as numerous as dedicated job boards. Budget ranges are diverse, catering to both low-budget productions and more established projects. The site's educational content adds significant value for editors looking to enhance their skills.

**6. Reddit /r/editors** [Reddit /r/editors](https://www.reddit.com/r/editors)

**How it Works:** subreddit on Reddit video editors' discussions

**Client Feedback:** Reddit uses an upvote/downvote ranking system

**Founded:** Reddit founded in 2005; /r/editors was established later.

**Description:** The /r/editors subreddit is a community-driven platform where video editors can network, share knowledge, and occasionally find job opportunities. While not primarily a job board, it offers unique access to peer-recommended opportunities and direct client interactions. Competition can be high for posted jobs due to the community's active nature. Job types vary widely, from quick editing gigs to longer-term projects. Clients range from individual content creators to small production companies. Budget ranges are diverse but often negotiable. The platform's value lies in its real-time industry discussions and the potential for unexpected job opportunities. However, job frequency is lower and less consistent compared to dedicated job sites.



## 7. LinkedIn Groups:

[www.linkedin.com](http://www.linkedin.com)

**How it Works:** Professional networking and jobs. Free to join,

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

**User Base:** Over 722 million members.

**Description:** LinkedIn can be a fabulous way of connecting with potential clients and employers in several ways. First make sure your profile is completely filled out and represents you well. Upload your demo reel and samples of your best work. Get others you know on the platform to endorse you. Find LinkedIn Groups to join that are focused on video editing. They offer a professional networking environment with job opportunities. These groups attract a wide range of clients, from corporate entities to production companies. Competition can be moderate to high, depending on the group's size and activity level. Users can find diverse editing opportunities, from corporate video projects to broadcast work. The platform's professional nature often leads to higher-quality job postings. Job frequency varies by group but is generally steady. Budget ranges tend to be higher than on some other platforms, reflecting the professional nature of LinkedIn. The networking potential adds significant value, allowing editors to build industry connections alongside job hunting.

## 8. Facebook Groups:

[creators.facebook.com](http://creators.facebook.com)

[www.facebook.com/groups/](http://www.facebook.com/groups/)

**How it Works:** Community groups for various interests.

**Client Feedback:** No public feedback system. **Founded:** 2004.

**User Base:** Over 2.8 billion active users. **Description:** Facebook Groups dedicated to video editing provide a mix of community support, knowledge sharing, and job opportunities. These groups can range from local to international, attracting diverse clients from individual content creators to production companies. Competition for posted jobs can be high due to large group memberships. Job types vary widely, including everything from wedding videos to corporate projects. The informal nature of Facebook can lead to quick turnaround on job postings. Budget ranges are diverse, often reflecting the varied nature of clients in these groups.

## 9.Meetup

[www.meetup.com](http://www.meetup.com)

**How it Works:** Platform to organize local groups.

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

**User Base:** Millions of members worldwide. **Revenue:** Not disclosed.

**Description:** Meetup, while primarily an event platform, can be a valuable resource for video editors to network and find job opportunities locally. It's particularly useful for editors looking to build connections in their geographic area. Competition for jobs is generally lower than on dedicated job platforms, but opportunities may be less frequent. Job types often reflect local market needs, ranging from corporate videos to local film productions. Clients are typically local businesses, filmmakers, and production companies. Budget ranges vary but often align with local market rates. The platform's main value is in fostering face-to-face connections, which can lead to long-term professional relationships and job opportunities. This should be thought of as a networking opportunity along the lines of a chamber of commerce meeting rather than a direct way of finding a job though I have gone to meetups that were organized by local filmmakers that led to production opportunities.

## 10. Working Not Working.

[Working Not Working](#)

**How it Works:** showcase for a community of creative talent

**Client Feedback:** includes a rating system **Founded:** NA

**Revenue:** Not publicly disclosed.

**Description:** Working Not Working is a curated community of creative professionals, including video editors. Its selective nature means lower competition but fewer overall opportunities. The platform attracts high-quality clients, often including major brands and agencies. Job listings tend to be for more established editors and can include high-profile projects. The user-friendly interface allows editors to showcase their work effectively. Job frequency is lower than on larger platforms, but postings are often for more substantial projects. Budget ranges tend to be on the higher end, reflecting the caliber of clients and projects. The platform's value lies in its focus on quality over quantity, making it ideal for experienced editors seeking premium opportunities.

## **Q4. User Groups (Software-Specific and Regional)**

### **1. FCPUG (Final Cut Pro User Group):** [FCPUG](#)

**How it Works:** User group meetings and online resources for Final Cut Pro users. Free membership. **User Base:** Thousands of members.

**Client Feedback:** No **Founded:** 2000. **Revenue:** NA

**Description:** FCPUG is a global community of Final Cut Pro users, providing a platform to connect, share knowledge, and find work. Competition for jobs is moderate, with opportunities frequently posted by both small businesses and independent filmmakers. The user group is very user-friendly, and there are usually a few dozen video editing job postings each month. Typical clients range from indie producers to small ad agencies, with job budgets varying widely but generally on the lower end, suitable for short projects like web videos, event highlights, and indie film trailers.

### **2. LACPUG (LA Creative Pro Users Group)**<http://www.lafcpug.org/>

**How it Works:** User group meetings and online resources for creative professionals. Free membership. **Client Feedback:** NA **Founded:** 2000.

**User Base:** Thousands of members. **Revenue:** Not publicly disclosed.

**Description:** LACPUG caters to a vibrant community of video editors and filmmakers in Los Angeles, offering networking events, workshops, and job postings. Competition is high due to the concentration of media professionals in LA. The platform is user-friendly and integrates well with local industry standards. Members can find around 50-100 job postings monthly, primarily from independent filmmakers, small production companies, and occasionally larger studios. Job budgets vary, from modest rates for social media content to higher budgets for TV commercials and independent film projects.

### **3. BOSCPUG (Boston Creative Pro User Group):**

[www.facebook.com/boscpug](http://www.facebook.com/boscpug)

**How it Works:** Group meetings/online resources for creative pros.

**Client Feedback:** NA **Founded:** 2010 **User Base:** Thousands

**Description:** BOSCPUG is a community for video professionals in Boston, focusing on Final Cut Pro users but welcoming all creative pros. The site is easy to navigate and geared towards both novice and experienced editors. Competition is moderate, with monthly job postings ranging from 20 to 50. Clients typically include local businesses, educational institutions, and regional ad agencies. Budgets are generally mid-range, suitable for corporate videos, local commercials, and academic projects.

### **4. CHIFCPUG (Chicago Final Cut Pro User Group):**

[CHIFCPUG](#) **How it Works:** Group meetings/online resources for FCP X users. **Client Feedback:** NA **Founded:** 2004

**User Base:** Thousands of members. **Revenue:** NA

**Description:** CHIFCPUG serves the Chicago area, offering a supportive network for Final Cut Pro users. The user group is accessible and provides various resources for video editors, including job postings. Competition is moderate to high, with around 30-60 jobs posted each month. Clients vary from independent content creators to regional marketing firms, with budgets ranging from low to mid-tier, typically for corporate videos, social media ads, and event videography.

### **5. SF Cutters (San Francisco Final Cut Pro Users Group):**

[SFFCPUG](#)

**How it Works:** Group meetings, online resources **Client Feedback:** NA **Founded:** 2003. **User Base:** Thousands of members. **Revenue:** NA

**Description:** SFFCPUG SF Cutters is a community of Final Cut Pro users in San Francisco, providing a hub for collaboration and job opportunities. The platform is user-friendly, especially for those experienced with Final Cut Pro. Competition is moderate, with about 40-70 job postings per month. Clients are usually tech startups, creative

agencies, and event organizers. Job budgets range from low to mid-level, suitable for tech demos, startup pitches, and event recap videos.

#### **6. Adobe User Groups:**

<https://www.facebook.com/groups/premierepro/>

**How it Works:** Group meetings/online resources **Client Feedback:** NA

**Founded:** Various regional groups.

**User Base:** Thousands of members.

**Description:** Adobe User Groups connect users of Adobe Premiere Pro and other Adobe Creative Suite software, offering job postings, tutorials, and community support. The platform is highly user-friendly for those familiar with Adobe tools. Competition is moderate, with hundreds of job postings monthly. Clients range from small businesses to major corporations, covering a wide budget spectrum from low to high. Typical projects include social media ads, promotional videos, and broadcast content.

#### **7. Blackmagic Design User Groups:**

[Blackmagic](#) [Davinci](#)

**How it Works:** User group meetings and online resources for DaVinci Resolve users. Free membership.

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

**Founded:** Various regional groups.

**User Base:** Thousands of members.

**Revenue:** Part of Blackmagic Design's revenue.

**Description:** Blackmagic Design User Groups is focused on DaVinci Resolve, offer a community for video editors and colorists. These groups are very user-friendly for Blackmagic software users. Competition varies, but job postings are frequent, with about 30-60 jobs monthly. Clients typically include independent filmmakers, post-production houses, and content creators, with budgets ranging from low to mid-tier. Job types often include color grading for films, TV ads, and web series.

## **Q5. Specialized Platforms and Agencies**

### **1. Quickframe:**

<https://quickframe.com/>

**How it Works:** Charges a service fee

**Client Feedback:** Yes,

**Founded:** 2014.

**User Base:** Thousands of clients **Revenue:** Not disclosed.

**Description:** Quickframe stands out by providing a streamlined platform for creating high-quality, on-demand video content for brands and agencies. Every job is supervised by a staff Creative Success Manager that books the content creator and manages the interaction with the client to ensure things run smoothly. QuickFrame has been actively involved in providing social media ad solutions, particularly for platforms like Facebook, Instagram, TikTok, and MNTN. Their partnership with these platforms helps brands create tailored video content suited for specific campaign objectives across these social media giants. It is highly user-friendly, catering to both seasoned freelancers and newcomers. The competition is moderate due to the niche focus on brand and agency clients. Each month, freelancers can find numerous opportunities, typically ranging from 100 to 200 jobs. Clients are mostly mid-sized businesses to large corporations, with job budgets varying from mid-tier to high-end, often involving projects like TV commercials, social media ads, and promotional videos.

### **2. Tongal:**

<https://tongal.com/>

**How it Works:** Crowdsourcing platform. **Feedback:** Yes, with ratings

**Founded:** 2009.

**User Base:** Over 120,000 creatives.

**Revenue:** Not publicly disclosed.

**Description:** Tongal is a unique platform that connects creatives with brands to co-create content through a community-driven process. The website offers a collaborative environment. Competition is high as the platform attracts many talented freelancers. There are hundreds of job postings each month. Clients range from private parties to major corporations, with budgets spanning low to high. Typical jobs include everything from short social media clips and web series to TV commercials and branded content.

### 3. Vidchops:

<https://vidchops.com>

**How it Works:** Monthly subscription fees. **Revenue:** Not disclosed.

**Client Feedback:** No **Founded:** 2017. **User Base:** Thousands of clients.

**Description:** Vidchops offers a specialized service for YouTubers and content creators who need ongoing video editing support. The platform is extremely user-friendly, focusing on long-term client-freelancer relationships. Competition is low due to the subscription-based model. There are usually around 50-100 job opportunities each month. Clients are primarily individual content creators and small businesses, with budget ranges generally on the lower end, suitable for YouTube videos, vlogs, and social media content.

### 4. Video Husky:

<https://videohusky.com>

**How it Works:** Subscription service for video editing. Monthly subscription fees. **Client Feedback:** No **Founded:** 2018.

**User Base:** Thousands of clients. **Revenue:** Not publicly disclosed.

**Description:** Video Husky provides unlimited video editing services for a flat monthly fee, making it ideal for freelancers seeking stable, recurring work. The platform is highly user-friendly, designed to facilitate ongoing projects. Competition is low because of the subscription model. Monthly job opportunities are plentiful, often exceeding 100. Clients typically include small to mid-sized businesses and individual content creators. Budgets are consistent due to the subscription model, and projects usually involve social media videos, vlogs, and promotional content.

## 5. Video Creations:

<https://videocreations.tv>

**How it Works:** Charges a fee. **Client Feedback:** Yes, with ratings

**Founded:** 2015. **User Base:** Thousands of clients **Revenue:** NA

**Description:** Video Creations is a platform focused on connecting freelancers with a wide variety of video production jobs. The website is moderately user-friendly and supports both new and experienced freelancers. Competition is moderate to high. Freelancers can find 50-150 job postings each month, with clients ranging from private individuals to big corporations. Budget ranges vary widely, from low-budget personal projects to high-budget corporate videos. Typical jobs include event videos, commercials, and online ads.

## 6. Viedit:

<https://viedit.com>

**How it Works:** Charges a service fee. **Feedback:** Yes, with a ratings

**Founded:** 2012. **User Base:** Thousands of clients **Revenue:** NA

**Description:** Has clients looking for a range of video production services. The platform is very user-friendly and caters to all skill levels. Competition is moderate, with around 50-150 jobs posted each month. Clients range from small businesses to private parties, with budgets typically in the low to mid-tier range. Common projects include wedding videos, corporate presentations, and social media content.



## **Q6. Creative Staffing Agencies for Creative Professionals**

### **1. Creative Circle:**

<https://creativecircle.com>

**How it Works:** Matches freelancers with clients, for a fee.

**Client Feedback:** No public feedback system. **Founded:** 2001.

**User Base:** Thousands of clients and freelancers. **Revenue:** NA

**Description:** Creative Circle is a leading staffing agency specializing in creative and marketing talent. The website is very user-friendly, offering a seamless job search experience. Competition is high due to the agency's reputation. Freelancers can find hundreds of job listings each month from a variety of clients, including major corporations, advertising agencies, and startups. Budgets vary widely, covering low to high-end projects, including TV commercials, digital marketing campaigns, and event videos.

### **2. Aquent:**

<https://aquent.com>

**How it Works:** Matches freelancers with clients, for a fee.

**Client Feedback:** No public feedback system. **Founded:** 1986.

**User Base:** Thousands of clients and freelancers. **Revenue:** NA

**Description:** Aquent is a global staffing agency that connects creative professionals with top companies. The website is highly user-friendly and offers comprehensive support for job seekers. Competition is high given Aquent's large network. There are hundreds of job postings available each month. Clients are predominantly major corporations and marketing firms, with budgets spanning mid to high levels. Jobs typically include digital content, commercials, and corporate videos.

### **3. The Creative Group (Robert Half):**<https://roberthalf.com>

**How it Works:** Matches freelancers w/clients, for a fee. **Feedback:** No

**Founded:** 1948 (parent company). **User Base:** Thousands of clients

**Revenue:** \$5.1 billions (parent company, 2020).

**Description** Places creative and marketing pros. The platform is user-friendly and provides extensive resources for freelancers. Hi competition due to the agency's extensive reach. Hundreds of monthly jobs from small businesses to large enterprises, with mid to hi

#### 4. Onward Search:

<https://onwardsearch.com>

**How it Works:** Matches freelancers w/clients, for a fee. **Feedback:** No

**Founded:** 2007. **User Base:** Thousands of clients **Revenue:** NA

**Description:** Onward Search focuses on connecting digital, creative, and marketing talent with top employers. The website is user-friendly and provides a robust job search tool. Competition is moderate to high. There are numerous job opportunities posted each month, primarily from large corporations and digital agencies. Budgets range from mid to high, with typical projects including web videos, digital ads, and corporate media.

#### 5. Vitamin T:

<https://vitamintalent.com>

**How it Works:** Matches freelancers w/clients, for a fee. **Feedback:** No

**Founded:** 2011. **User Base:** Thousands of clients **Revenue:** NA

**Description:** Vitamin T, part of Aquent, specializes in placing creative talent in marketing and digital roles. The platform is very user-friendly and offers a supportive community for freelancers. Competition is high. Freelancers can find a variety of job postings each month from small startups to large corporations. Budget ranges are generally mid to high. Typical jobs include digital marketing videos, promotional content, and social media ads.

#### 6. 24 Seven Talent:

<https://24seventalent.com>

**How it Works:** Matches freelancers w/clients, for a fee. **Feedback:** No

**Founded:** 2000. **User Base:** Thousands of clients **Revenue:** NA

**Description:** 24 Seven Talent is a staffing agency that focuses on creative, marketing, and technology talent. The website is user-friendly and offers numerous resources for freelancers. Competition is moderate to high. There are hundreds of job listings available each month. Clients include major corporations and creative agencies, with budgets spanning mid to high levels. Jobs typically involve TV commercials, branded content, and corporate videos.

## **7. Mondo:**

<https://mondo.com>

**How it Works:** Matches freelancers w/clients, for a fee. **Feedback:** No

**Founded:** 2000. **User Base:** Thousands of clients **Revenue:** NA

**Description:** Mondo specializes in placing tech, digital marketing, and creative professionals. The platform is user-friendly and provides a streamlined job search experience. Competition is high. Monthly job postings are in the hundreds, primarily from large companies and tech startups. Budgets range from mid to high. Typical projects include digital marketing campaigns, promotional videos, and corporate training videos.

## **8. Artisan Creative:**

<https://artisancreative.com>

**How it Works:** Matches freelancers w/clients, for a fee. **Feedback:** No

**Founded:** 1988. **User Base:** Thousands of clients **Revenue:** NA

**Description:** Artisan Creative is a staffing agency that connects creative talent with companies in need of design and marketing expertise. The website is user-friendly and caters to both seasoned professionals and newcomers. Competition is moderate. There are numerous job opportunities each month from small businesses to large enterprises. Budgets vary from mid to high, with common projects including web videos, promotional content, and event coverage.

## **Q7. Other Job Boards with Creative Sections**

### **1. Indeed:**

<https://indeed.com>

**How it Works:** Matches freelancers w/clients, for a fee. **Feedback:** No

**Founded:** 2004. **User Base:** Millions of jobs **Revenue:** NA

**Description:** Indeed, offers a wide range of job listings, including a dedicated section for creative jobs. The platform is user-friendly and provides access to thousands of job postings. Competition is high. Clients range from small businesses to major corporations, with budgets spanning low to high. Typical jobs include everything from social media ads and corporate videos to TV commercials.

### **2. Glassdoor:**

<https://glassdoor.com>

**How it Works:** Matches freelancers w/clients, for a fee. **Feedback:** Yes

**Founded:** 2008. **User Base:** 20 Million jobs **Revenue** \$171 Million

**Description:** Glassdoor combines job listings with company reviews, making it a valuable resource for freelancers. It's user-friendly offering detailed insights into potential employers. Competition is moderate to high. hundreds of jobs, including promo videos, and marketing content.

### **3. SimplyHired:**

<https://simplyhired.com>

**How it Works:** Matches freelancers w/clients, for a fee. **Feedback:** Yes

**Founded:** 2003. **User Base:** Millions of jobs **Revenue:** NA

**Description:** SimplyHired aggregates job listings from various sources, including many opportunities in the creative sector. The website is easy to navigate, making it user-friendly for freelancers. Competition is moderate. There are usually hundreds of video editing jobs posted monthly, with clients ranging from private individuals to large firms. Budgets range from low to mid-tier, covering projects such as wedding videos, online ads, and corporate presentations.

### **4. ZipRecruiter:**

<https://ziprecruiter.com>

**How it Works:** Search engine. Free for job seekers, charges employers

**Client Feedback:** NA **Founded:** 2010.

**User Base:** Millions of job listings. **Revenue:** \$429.6 million in 2020.  
**Description:** ZipRecruiter is a well-known job board that features a robust section for creative jobs. It is highly user-friendly, with a straightforward job search and application process. Competition is moderate to high. Freelancers can find hundreds of job postings each month, primarily from small businesses and medium-sized companies. Budgets vary widely, typically accommodating a range of projects from social media content to corporate videos and commercials.

**5. Wellfound:** <https://wellfound.com/>

**How it Works:** Free. for freelancers & clients **Feedback:** No

**Founded:** 2010 **User Base:** 2 Million start ups **Revenue:** NA

**Description:** AngelList focuses on startup jobs, including many opportunities for video editors in the tech and creative sectors. The platform is user-friendly and designed for easy navigation. Competition is high due to the attractive nature of startup work. Monthly job postings are in the dozens, with clients typically being startups and small tech firms. Budgets are generally on the lower to mid-tier side, suitable for promotional videos, product demos, and social media ads.

**6. We Work Remotely:** <https://weworkremotely.com>

**How it Works:** Charges clients, a fee. **Feedback:** No

**Founded:** 2011 **User Base:** Thousands of clients **Revenue:** NA

**Description:** We Work Remotely specializes in remote job opportunities, including a section for creative roles. The website is very user-friendly, with a simple interface tailored for remote job seekers. Competition is moderate. Each month, there are dozens of video editing job postings, mainly from startups, small businesses, and remote-first companies. Budgets vary, generally ranging from low to mid-tier, and typical projects include online content, marketing videos, and educational material.

**7. Remote.co:** <https://remote.co>

**How it Works:** Charges clients, a fee. **Feedback:** No

**Founded:** 2015 **User Base:** Thousands of jobs **Revenue:** NA

**Description:** Offering a variety of remote, creative job listings. User-friendly moderate competition Freelancers can find dozens of video editing jobs each month, with clients usually being small businesses and startups. Budgets range from low to mid-tier, with projects typically involving social media content, webinars, and promotional videos.

**8. Working Nomads:** <https://workingnomads.co>

**How it Works:** Charges clients, a fee. **Feedback:** No

**Founded:** 2014. **User Base:** Thousands of jobs **Revenue:** NA

**Description:** Curates remote job listings, including a creative section for video editors. User-friendly and well-organized for remote freelancers. Competition is moderate. There are dozens of job postings each month, mainly from startups and small companies. Budgets vary from low to mid-tier, suitable for projects like digital ads, explainer videos, and online tutorials.

**9. Authentic Jobs:** <https://authenticjobs.com>

**How it Works:** Charges clients, a fee. **Feedback:**

No **Founded:** 2005. **User Base:** Thousands of jobs **Revenue:** NA

**Description:** Focuses on creative and tech job listings, providing a niche platform for video editors. It is user-friendly and easy to navigate. Competition is moderate to high. Each month, there are numerous jobs, primarily from design studios, tech companies, and marketing agencies. Budgets span mid to high levels, with projects typically including brand videos, TV commercials, and corporate media.

**10. Dribbble Jobs:** <https://dribbble.com/jobs>

**How it Works:** Charges clients, a fee. **Feedback:** No

**Founded:** 2009. **User Base:** Millions of creatives **Revenue:** NA

**Description:** Part of Dribbble, attracts high-quality job listings. Hi competition due to the platform's reputation. Dozens of jobs monthly from startups to large design agencies. Budgets vary widely, often mid to high tier, and typical projects include motion graphics, promotional videos, and social media content.

## Q8. Content Creation and Crowdfunding Platforms

### 1. YouTube:

[www.youtube.com](http://www.youtube.com)

**How it Works:** Video creators earn through ad revenue, memberships, Super Chat, and YouTube Premium revenue. **Revenue:** \$34.7

billion **Feedback:** Yes, with likes, dislikes, and comments

**Founded:** 2005. **User Base:** Over 2 billion monthly active users.

**Description:** YouTube is the leading platform for video content creation and sharing. It is highly user-friendly, offering extensive tools for video editing and monetization. Competition is extremely high. While not a job board, YouTube allows content creators to earn through ads, sponsorships, and memberships. Clients and collaborations often come from private parties and brands seeking content promotion, with budgets varying widely. Projects range from vlogs and tutorials to brand partnerships and live streams.

**Become a Creator:**

[YouTube Creators](#)

**Training and Resources:**

[YouTube Creator Academy](#)

### 2. TikTok:

<https://www.tiktok.com/>

**How it Works:** Video creators earn through brand partnerships, sponsored content, and the TikTok Creator Fund. **Founded:** 2016.

**Client Feedback:** Yes, with likes, comments, and shares.

**User Base:** Over 1 billion monthly active users. **Revenue:** \$16 billion

**Description:** TikTok is a popular platform for short-form video content, known for its ease of use and powerful editing tools.

Competition is very high due to the platform's vast user base. Like YouTube, TikTok isn't a job board but provides monetization opportunities through creator funds, brand deals, and live gifts.

Collaborations often involve private parties and brands, with budgets varying. Content typically includes short, engaging videos like challenges, product promotions, and entertainment clips. **Become a**

**Creator:** [TikTok Creator Portal](#) **Job Opportunities:** [TikTok Careers](#)

**Live Creator Hub:** [Live creator hub](#)

### 3. Facebook:

[www.facebook.com](http://www.facebook.com)

**How it Works:** Video creators earn through ad breaks, brand collaborations, and fan subscriptions. **Founded:** 2004 **Revenue:** \$134 billion **Client Feedback:** Yes, w/likes & comments **User Base:** 3 billion + **Description:** Facebook offers a broad platform for video content, with features for live streaming, video posts, and monetization through ads. The platform is user-friendly and integrates well with other Facebook services. Competition is high. Though not a job board, video content on Facebook can lead to brand deals and ad revenue. Clients range from private parties to large brands, with varied budgets. Typical content includes live streams, promotional videos, and community posts. **Become a Creator:**

[Facebook for Creators](#)

**Job Opportunities:**

[Meta Careers](#)

### 4. Instagram:

[www.instagram.com](http://www.instagram.com)

**How it Works:** Video creators earn through brand partnerships, sponsored posts, IGTV ads, and the Instagram Partner Program. **Client Feedback:** Yes, w/likes & comments **Founded:** 2010.

**User Base:** Over 1.4 billion

**Revenue:** \$51.4 billion

**Description:** Instagram is a visual-centric platform that supports video content through posts, Stories, IGTV, and Reels. It is very user-friendly, especially for mobile users. Competition is high. Like other social media platforms, Instagram provides monetization through brand deals and ad revenue. Clients are often private parties, influencers, and brands, with budgets ranging widely. Common video types include short reels, IGTV episodes, product promotions, and lifestyle videos.

**Become a Creator:** [Instagram Creators](#)

**Jobs:** [Meta Careers](#)



## 5. Patreon:

[www.patreon.com](http://www.patreon.com)

**How it Works:** Creators earn from fans. Patreon takes 5%-12%

**Client Feedback:** Yes, with a comment and feedback system.

**Founded:** 2013. **User Base:** 250,000 creators. **Revenue:** \$200 million

**Description:** Creators earn recurring income through membership subscriptions. It is user-friendly and supports various types of content. Competition is moderate. Patreon connects creators with patrons who fund their work. Video content includes exclusive behind-the-scenes footage, tutorials, and creative series.

**Become a Creator:** [Patreon Creators](#) **Jobs:** [Patreon Careers](#)

## 6. Ko-fi:

<https://ko-fi.com/>

**How it Works:** 5% fee on memberships. **Founded:** 2012.

**Client Feedback:** Yes. **User Base:** 500,000 creators. **Revenue:** NA

**Description:** A platform for creators to receive one-time and recurring donations from supporters. It is very user-friendly and supports video content among other media. Competition is moderate. Like Patreon, it is not a job board but allows creators to earn directly from fans. Clients are usually individual supporters, with donations varying in size. Video content often includes exclusive updates, tutorials, and creative projects.

**CreatorBook:** [Ko-fi Success Book](#) **Become a Creator:** [Ko-fi Creators](#)

## 7. Buy Me a Coffee

[www.buymeacoffee.com](http://www.buymeacoffee.com)

**How it Works:** 5% fee on each transaction. **Founded:** 2012.

**Client Feedback:** Yes, **User Base:** 300,000 creators. **Revenue:** NA

**Description:** Buy Me a Coffee is a platform where creators can receive support from fans through one-time or recurring donations. It is user-friendly and suitable for various content types, including video. Competition is moderate. Not a job board, it allows direct support from followers. Clients are typically individual supporters, with donation amounts varying. Video content may include personal messages, project updates, and special content for supporters.

**Become a Creator:** [Buy Me a Coffee](#)

## 8.Substack:

[www.substack.com](http://www.substack.com)

**How it Works:** 10% fee on writers' subscriptions. **Founded:** 2017

**Client Feedback:** Yes, **User Base:**500,000+ **Revenue:** \$30 million

**Description:** Writers earn through paid subscriptions, offering a user-friendly interface for content creation and distribution. Competition is moderate. Substack takes a 10% fee on earnings. Though not focused on video, it supports multimedia content within newsletters. Clients are individual subscribers, with subscription fees varying. Typical content includes articles, essays, and multimedia updates.

**Become a Creator:** [Substack Creators](#)

**Jobs:** [Substack Careers](#)

## 9. Twitch:

[www.twitch.tv](http://www.twitch.tv)

**How it Works:** 50% fee Streamers earn ads, subscriptions, donations

**Client Feedback:** Yes **User Base:**15 million **Revenue:** \$2.8 billion

**Description:** Twitch is a leading platform for live streaming, particularly popular with gamers. It is very user-friendly and offers monetization through subscriptions, ads, and donations. Competition is high. While not a job board, Twitch enables creators to earn directly from viewers. Clients include individual supporters and brands seeking sponsorship deals, with budgets varying widely. Common video content includes live gaming streams, talk shows, and creative live sessions.

**Become a Creator:** Creators Jobs: [Twitch Careers](#)

## Q9. Creative Marketplaces

These are known as great resources editors use to enhance their productions with high quality footage and other media, but they can also be a source of income as marketplaces where creators can sell digital assets such as stock photos, videos, music, and templates directly to customers. Here's a brief overview and links to their respective contributor or career pages:

### **1. flexjobn:**

<https://www.envato.com>

**How it Works:** Digital assets marketplace including video templates. Charges a commission on sales determined by variables.

**Client Feedback:** Yes, with a rating system. **Founded:** 2006.

**User Base:** Over 2 million active buyers. **Revenue:** \$65 million

**Description:** Envato is a marketplace for buying and selling creative assets. While it does not function as a job board, you can earn by selling your products.

**Contributor Page:**

<https://author.envato.com/>

**Careers Page:**

<https://careers.envato.com/>

### **2. Pond5:**

[www.pond5.com](http://www.pond5.com)

**How it Works:** Stock media marketplace for video, audio, and more.

Pond5 takes a 50% commission on sales.

**Founded:** 2006

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

**Revenue:** NA

**User Base:** Over 100,000 contributors.

**Description:** Pond5 is a platform for selling stock videos, music, and other media assets. Like Envato, it does not offer a job board for freelance or full-time positions but allows creators to sell their work.

**Contributor Page:**

<https://www.pond5.com/sell>

**Careers Page:**

<https://www.pond5.com/careers>

## **Q10. Video Specific Platforms**

### **1. Vimeo On Demand:** [www.vimeo.com/ondemand](http://www.vimeo.com/ondemand)

**How it Works:** Platform for creators to sell their video content. Vimeo takes a 10% fee      **Founded:** 2004.      **Client Feedback:** Yes

**User Base:** 200 million **Revenue:** Part of IAC's \$3.1 billion in 2023.

**Description:** Vimeo On Demand allows creators to sell their video content directly to viewers. It is very user-friendly, with a focus on high-quality, professional videos. Competition is moderate. Clients are individual viewers and businesses, with budgets varying based on video pricing. Content ranges from indie films and documentaries to instructional videos and creative series. But this is just one of a number of income generating services Vimeo offers as with so many other websites in this list you have to explore the site fully to keep updated with all their latest offerings.

### **2. Dailymotion:** [www.dailymotion.com](http://www.dailymotion.com)

**How it Works:** Ad revenue Takes a 40% commission on ad revenue.

**Client Feedback:** Yes, with a rating system.      **Founded:** 2005.

**User Base:** Over 300 million monthly users.      **Revenue:** NA

**Description:** Dailymotion is a video-sharing platform similar to YouTube, offering user-friendly tools for uploading and monetizing video content. Competition is high. Creators earn through ad revenue and partnerships. Clients are viewers and advertisers, with budgets varying widely. Typical content includes user-generated videos, professional productions, and live streams.

**Become a Creator:** [Dailymotion Partner](#)

**Job Opportunities:** [Dailymotion Careers](#)

## Q11. Educational Platforms

### 1. Udemy:

[www.udemy.com](http://www.udemy.com)

**How it Works:** Instructors earn part of sales. Udemy 50% fee

**Client Feedback:** Yes, with ratings **User Base:** 50+ million students.

**Revenue:** \$700 million in 2023. **Description:** Udemy is a popular platform for online courses, including video editing and production tutorials. It is very user-friendly and supports a wide range of courses. Competition is high due to the vast number of instructors. While not a job board, Udemy allows educators to earn revenue from course sales. Clients are students and professionals seeking to learn, with course prices varying. Typical content includes video tutorials, course series, and instructional videos.

**Become an Instructor:**

[Udemy Instructors](#)

**Job Opportunities:**

[Udemy Careers](#)

### 2. teachable:

<https://skillshare.com>

**How it Works:** Instructors earn royalties based on watch time.

Skillshare takes a subscription fee. **User Base:** Over 12 million users.

**Client Feedback:** Yes, with a rating system. **Founded:** 2010.

**Revenue:** \$160 million in 2023.

**Description:** Skillshare offers a platform for creative professionals to teach and learn new skills, including video editing. It is user-friendly and community driven. Competition is high. The platform doesn't provide traditional job listings but allows instructors to earn through membership royalties. Clients are students and learners, with earnings varying. Typical content includes video classes, project-based tutorials, and creative workshops.

**Skillshare Teach:**

<https://www.skillshare.com/teach>

**Skillshare Careers:**

<https://jobs.lever.co/skillshare>

### 3. Teachable:

<https://teachable.com>

**How it Works:** Platform for instructors to create and sell courses.

Teachable takes a transaction fee and monthly subscription fee.

**User Base:** Over 100,000 instructors.

**Founded:** 2013.

**Client Feedback:** Yes, with a rating system. **Revenue:** NA **Description:**

Teachable enables educators to create and sell online courses, including those focused on video editing. The platform is user-friendly and offers comprehensive course-building tools. Competition is high. While not a job board, Teachable allows course creators to earn revenue from sales. Clients are students and professionals, with course prices varying. Content typically includes detailed video tutorials, course modules, and educational series.

**Become a Teacher:**

[Teachable Creators](#)

**Job Opportunities:**

[Teachable Careers](#)

### 4. Coursera:

[www.coursera.org](http://www.coursera.org)

**How it Works:** Partners with universities to offer courses and certifications. Revenue share model with partners. **Founded:** 2012

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

**User Base:** Over 77 million learners. **Revenue:** \$580 million in

2023 **Description:** Coursera partners with universities and organizations to offer online courses, including video editing. The platform is user-friendly and well-structured. Competition is high. Though not a job board, Coursera provides instructors with revenue opportunities through course enrollments. Clients are students and professionals seeking accredited learning, with budgets varying. Typical content includes comprehensive video lectures, course series, and professional certification programs.

**Become an Instructor:**

[Coursera Teaching](#)

**Job Opportunities:**

[Coursera Careers](#)

## Q12. Industry-Specific Platforms

### **1. ProductionParadise**      [www.productionparadise.com](http://www.productionparadise.com)

**How it Works:** Portfolio display service with a Directory and job board for creative professionals. Subscription-based model. **Founded:** 2003

**Client Feedback:** Yes **User Base:** Not specified. **Revenue:** NA

**Description:** Production Paradise is a platform for advertising and commercial production professionals, offering job listings and industry resources. It is user-friendly and tailored to creative professionals. Competition is moderate. Monthly job postings for video editing are numerous, primarily from advertising agencies and production companies. Budgets vary, typically mid to high-tier, suitable for commercials, promotional videos, and corporate media.

**Become a Contributor:**      [Production Paradise Membership](#)

### **2. ArtStation**      [www.artstation.com](http://www.artstation.com)

**How it Works:** Portfolio platform for digital artists. Premium memberships available. **User Base:** Millions of users. **Client Feedback:** Yes, with a rating system. **Founded:** 2014. **Revenue:** Not publicly disclosed.

**Description:** ArtStation is a platform for showcasing and finding creative work, particularly in the gaming, film, and entertainment industries. It is user-friendly and visually oriented. Competition is high. While not a traditional job board, ArtStation features job listings from major studios and creative firms. Budgets range from mid to high, covering projects like game cinematics, movie trailers, and visual effects.

**Become a Creator:**

[ArtStation Selling](#)

[ArtStation Jobs](#)

[Art Station Careers](#)

**Job Opportunities:**

**Careers:**

### 3. Behance

[www.behance.net](http://www.behance.net)

**How it Works:** Portfolio platform for creatives. Free membership with optional Adobe integration. **Client Feedback:** Yes, with ratings

**Founded:** 2006. **User Base:** Millions of users **Revenue:** NA

**Description:** Portfolio platform that offers job listings for creatives. Very user-friendly and integrates well with Adobe Creative Cloud. high Competition. Numerous monthly job postings for video editing, primarily from design agencies, media companies, and independent producers. Budgets vary widely, typically mid to high-tier, suitable for commercials, branded content, and creative projects.

**Become a Contributor:**

[Behance Getting Started](#)

### 4. Dribbble

[www.dribbble.com](http://www.dribbble.com)

**How it Works:** Portfolio platform for designers. Free membership with optional Pro features. **Client Feedback:** Yes, with a rating system.

**Founded:** 2009. **User Base:** Millions of users. **Revenue:** NA

**Description:** Dribbble is a community for designers that includes job listings for creative roles. The platform is user-friendly and visually driven. Competition is high. Monthly job postings for video editing are numerous, primarily from startups, design studios, and marketing firms. Budgets vary widely, often mid to high tier, covering projects like motion graphics, promotional videos, and social media content.

**Become a Contributor:**

[Dribbble Pro](#)

**Job Opportunities:**

[Dribbble Careers](#)



## 5. The Dots

[www.the-dots.com](http://www.the-dots.com)

**How it Works:** Networking and portfolio platform for creatives. Free membership with optional Premium features. **Founded:** 2014

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

**User Base:** Hundreds of thousands of users. **Revenue:** NA

**Description:** The Dots is a professional networking platform for creatives, offering job listings and networking opportunities. It is user-friendly and community focused. Competition is moderate to high. Monthly job postings for video editing are numerous, with clients ranging from small businesses to major corporations. Budgets vary, typically mid to high-tier, suitable for commercials, brand videos, and creative projects.

**Become a Contributor:**

[The Dots](#)

**Job Opportunities:**

[The Dots Jobs](#)

## 6. Coroflot

[www.coroflot.com](http://www.coroflot.com)

**How it Works:** Design job board and portfolio platform. Free membership with optional Pro features. **Client Feedback:** No

**Founded:** 1997. **User Base:** Hundreds of thousands of users.

**Revenue:** Not publicly disclosed.

**Description:** Coroflot is a job board and portfolio platform for creative professionals. User-friendly site supports a wide range of creative roles. Competition is moderate to high. Monthly job postings for video editing are numerous, primarily from design firms, ad agencies, and tech companies. Budgets vary widely, typically mid to high tier, covering projects like explainer videos, ads, and product demos.

**Become a Contributor:**

[Coroflot](#)

## 7.Motionographer

<https://motionographer.com/>

**How it Works:** Inspiration and job board for motion design professionals. Free access.

**Client Feedback:** No feedback system.

**Founded:** 2006. **User Base:** NA

**Revenue:** Not publicly disclosed.

**Description:** Motionographer is a resource and job board for motion graphics and animation professionals. It is user-friendly and industry-specific. Competition is high due to the specialized focus. Monthly job postings for video editing are numerous, primarily from animation studios, production companies, and ad agencies. Budgets are typically mid to high-tier, suitable for commercials, animated explainer videos, and motion graphics projects.

**Motionographer Job Board:**

[Motionographer](#)



# **R1 Upwork Hacks #1**



To increase your chances of success on Upwork, both in terms of applying for jobs and getting your profile to rank higher in search results, there are several strategies you can employ. Here are some tips and tricks that can help:

## **Creating a High-Ranking Profile**

### **Complete Your Profile 100%**

Ensure every section of your profile is complete.

Use a professional headshot.

Write a compelling and keyword-rich headline and overview.

Write a concise, engaging overview that highlights your specialties and experience

Showcase your best work in your portfolio section

### **Optimize Keywords**

Use relevant keywords in your title, overview, skills, and job descriptions.

Research what clients are searching for and incorporate those terms in a way that sounds natural.

### **Highlight Skills and Experience**

List all relevant skills.

Highlight your experience and your most successful projects in detail.

Add portfolio items showcasing your best work.

### **Get Certifications**

Complete Upwork skill tests.

Obtain certifications Adobe, Avid, etc. and add them to your profile.

**Provide Excellent Customer Service:**

Communicate clearly and frequently  
Be open to revisions and feedback

**Ask for Client Feedback**

Request feedback from clients after successful job completions.  
Aim for high ratings and positive comments.

**Maintain a Strong Work History**

Consistently deliver high-quality work.  
Keep contracts active and avoid long periods of inactivity.

**Set Competitive Rates**

Start with competitive rates to build your reputation.  
Gradually increase your rates as you gain more experience and positive reviews.  
Consider offering package deals for recurring clients

**Offer a Money-Back Guarantee:**

For your first few jobs, consider offering a satisfaction guarantee to build trust

**Be Active on Upwork**

Regularly update your profile.  
Apply to jobs frequently to show activity.

## **R2 Upwork Hacks #2**

### **Applying for Jobs**

#### **Write Personalized Proposals**

Read job descriptions thoroughly and address specific requirements

Mention relevant past projects or experiences

Offer a unique insight or suggestion related to the project

Mention the client's name and refer to specific details in their job posting.

#### **Offer a Free Consultation:**

For larger projects, offer a brief free consultation to discuss the client's needs

#### **Create Video Proposals:**

Stand out by sending short video introductions along with your written proposals

#### **Showcase Relevant Experience**

Highlight relevant past projects and how they relate to the job.

Include portfolio samples or links to previous work.

#### **Be Professional and Prompt**

Respond to client messages quickly.

Enable notifications on your phone

Be professional in your communication.

#### **Use Upwork's Talent Badges**

Aim to earn badges like “Top Rated” or “Rising Talent”.

Go above and beyond to earn great feedback

#### **Stay Within Your Niche**

Apply for jobs that match your skills and experience.

Clients are more likely to hire specialists rather than generalists.

### **Specialize and Create Multiple Profiles**

Upwork allows for specialized profiles. Create different profiles for different niches or skill sets. (e.g., wedding videos, corporate videos, motion graphics)

This can help attract clients looking for specific expertise.

### **Provide a Value Proposition**

Clearly state how you can add value to the client's project. Explain your unique approach and why you are the best fit for the job.

### **Create Case Studies:**

Write detailed case studies of successful projects to showcase in your portfolio

### **First Few Lines of Proposal**

Make the first few lines of your proposal catchy and to the point.

Many clients read only the beginning of proposals, so hook them early.

### **Follow Up on Proposals**

If you don't hear back from a client, follow up politely after a few days.

This shows your continued interest in the project.

### **Highlight Availability**

Clearly state your availability in your proposals.

State when you can start and how much time you can dedicate to their project.

### **Bid Smart**

Bid on jobs that match your skills where you have a strong chance of being selected.

## **R3 Upwork Hacks #3**

### **Leveraging Upwork Features**

#### **Upwork Plus Membership**

Consider subscribing to Upwork Plus for additional benefits like more Connects and insights into competitors' bids.

#### **Use Keyboard Shortcuts:**

Learn and use Upwork's keyboard shortcuts to navigate the platform efficiently

#### **Optimize for Upwork's Algorithm:**

Keep your profile 100% complete

Log in regularly and apply to jobs consistently

#### **Project Catalog**

Create fixed-price projects in the Project Catalog.

This can attract clients looking for specific services and increase your visibility.

#### **Set Up Saved Job Searches:**

Create saved searches with your specific criteria to quickly find relevant jobs

#### **Leverage Seasonal Trends:**

Be aware of seasonal demands (e.g., holiday-themed videos) and prepare relevant samples

#### **Client Invitations**

Maintain a high responsiveness score to get invited to more jobs.

Ensure your profile is attractive and aligned with high-demand skills.

#### **Leverage Upwork Academy**

Take advantage of Upwork Academy's resources and courses to improve your profile and application strategies.

## **R4 Upwork Hacks #4**

### **Enhancing Your Profile**

#### **Profile Video**

Create a professional introduction video.

This can make your profile more engaging and help clients get a sense of your personality and communication skills.

#### **Detailed Job Descriptions**

For each job in your work history, provide detailed descriptions of what you did, the challenges you faced, and how you overcame them.

Highlight specific results and outcomes.

#### **Client Testimonials**

Ask past clients for testimonials.

Display these prominently on your profile.

#### **SEO for Profile**

Use SEO principles to optimize your profile for Upwork's search algorithm.

Include relevant keywords naturally in your profile's title, overview, and job descriptions.



## **R5 Upwork Hacks #5**

### **Leveraging Analytics and Insights**

#### **Analyze Job Success Score (JSS)**

Regularly review your JSS and understand the factors affecting it.

Take corrective actions if you see any negative trends.

#### **Use Connects Wisely**

Track how many Connects you're using and on what types of jobs.

Analyze which types of proposals are getting responses and adjust your strategy accordingly.

### **Upgrading Your Skills**

#### **Continuous Learning**

Regularly update your skills and stay current with industry trends.

Take online courses and certifications relevant to your field.

Mention proficiency in new, in-demand techniques or software in your profile

#### **Attend Webinars and Workshops**

Participate in Upwork webinars and workshops.

These can provide valuable insights and tips from successful freelancers and Upwork experts.

#### **Practice Soft Skills**

Improve your communication, negotiation, and time management skills.

These are crucial for maintaining good client relationships and managing multiple projects effectively.

## **R6 Upwork Hacks #6**

### **Building Relationships**

#### **Long-term Contracts**

Focus on building long-term relationships with clients.  
Long-term contracts can positively impact your JSS and lead to more stable income.

#### **Regular Communication**

Keep in regular touch with clients.  
Provide updates and be responsive to their messages.

#### **Upsell Additional Services:**

Offer complementary services like basic motion graphics or audio editing

#### **Exceed Expectations**

Aim to exceed client expectations.  
Going above and beyond can lead to better reviews and repeat business.

#### **Networking**

Network with other freelancers and clients on Upwork.  
Build relationships with clients for potential long-term work  
Join relevant Upwork community groups and forums to increase your visibility.

## **R7 Upwork Hacks #7**

### **Additional Tools and Features**

#### **Use Upwork's Work Diary**

Use the Work Diary to track your time accurately.

This can help in building trust with clients and getting paid for all hours worked.

#### **Use Upwork's Availability Badge:**

Set your status to "Available" when actively seeking work

#### **Promote Your Upwork Profile**

Share your Upwork profile on social media and professional networks.

Ask satisfied clients to refer you to others.

#### **Freelancer Plus Membership**

Consider the Freelancer Plus membership for additional benefits like seeing competitor bids and having more Connects each month.

Enhance your Upwork success. Explore the following resources and strategies:

#### **Upwork's Official Resources:**

**Upwork Blog and Community:** The Upwork blog and community forums are rich with articles, tips, and discussions from experienced freelancers and Upwork staff. Topics include profile optimization, proposal writing, and client communication.

[Upwork Blog](#)

[Upwork Community](#)

## **Books and Guides:**

**"The Upwork Freelancer's Bible" by Courtney Engle**

**Robertson:** This book offers practical advice on building a successful freelancing career on Upwork.

**"Freelance Your Way to Freedom" by Alexandra Fasulo:**

Although not solely about Upwork, this book covers essential freelancing skills and strategies that can be applied to

Upwork.

## **Online Courses and Tutorials:**

**Upwork Academy:** Upwork provides free resources and courses designed to help freelancers improve their skills and navigate the platform more effectively.

**Udemy and Coursera:** These platforms offer courses on freelancing, digital marketing, and skill-specific training that can enhance your profile and job success.

## **External Blogs and Articles:**

**Freelancer's Union Blog:** Provides tips and insights into freelancing, including marketing, client management, and financial advice.

**Freelance to Win:** A blog by Danny Margulies that focuses specifically on succeeding on Upwork, including detailed guides and case studies.

## **Productivity Tools:**

Investing in productivity tools can help manage multiple projects and deadlines effectively. Tools like Trello, Asana, and Toggl can streamline your workflow and improve client satisfaction.

By leveraging these resources, continuously improving your skills, and staying updated with industry trends, you can significantly boost your chances of success on Upwork.



## **S Freelance Employment Agreement**



This Freelance Employment Agreement ("Agreement") is made and entered into as of [Date], by and between:

**Client:** [Client's Name], [Client's Address] ("Client") and

**Freelancer:** [Freelancer's Name], [Freelancer's Address]

### **1. Services**

Freelancer agrees to provide the following video editing services for the Client (the "Services"):

- [Description of Services]

### **2. Payment**

**2.1 Fees:** The Client agrees to pay the Freelancer \$[Amount] per [hour/project] for the Services rendered.

**2.2 Payment Terms:** Payment is due within thirty (30) days from the date of the invoice ("Net 30").

**2.3 Discount for Early Payment:** The Client is eligible for a 5% discount on the total invoice amount if payment is made in full upon completion and delivery of the Services ("COD Payment").

**2.4 Late Payment Charge:** Payments made after thirty (30) days from the date of the invoice will incur a late fee of 10% of the total invoice amount.

### **3. Deliverables**

Freelancer agrees to deliver the following: [List of Deliverables]

Delivery Date: [Due Date]

### **4. Independent Contractor**

Freelancer is an independent contractor and is not an employee of the Client. The Freelancer is responsible for all taxes, insurance, and other benefits.

## T Freelance Film Contracts



Here are some useful articles and resources about freelance contracts in the film industry, including sample contracts that you can use as references when drafting agreements for freelance video editing work:

1. **Rocket Lawyer's Movie Production Agreement:** Rocket Lawyer provides a detailed movie production agreement template that outlines various essential terms such as compensation, credits, rights to enter projects in competitions, dealings with third parties, and termination clauses. This template can be customized to fit specific needs and includes legal language that ensures both parties' responsibilities and rights are clearly defined ([Rocket Lawyer](#)).
2. **PandaDoc's Film Production Contract Template:** PandaDoc offers a comprehensive film production contract template which includes sections on material supply, ownership, independent contractor status, representations and warranties, indemnification, and more. This template is designed to ensure clarity and protect both the client and the producer throughout the project ([PandaDoc](#)).
3. **Videography Contract Template from StudioBinder:** StudioBinder provides a videography contract template that is ideal for freelance video editors. It includes essential details like compensation, workdays, crew requirements, travel, billing, and credits. This template ensures that the videographer is appropriately credited and compensated while also outlining the terms for travel and additional crew requirements ([StudioBinder](#)).

4. **Freelance Video Collective's Film Production Forms and Templates:** The Freelance Video Collective offers various free templates, including call sheets, storyboards, shooting schedules, talent release forms, and more. These templates are useful for organizing and managing different aspects of film production, ensuring that all necessary paperwork is handled efficiently ([Video Collective](#)).
5. **Template.net's Film Production Contract Templates:** Template.net provides multiple film production contract templates that can be downloaded in PDF or Word formats. These templates cover a range of agreements, including co-production services, video production company agreements, crew contracts, and more. These can serve as excellent starting points for creating customized contracts for your projects ([Template.net : Free Templates](#)).

These resources should help you draft effective freelance employment agreements for video editing jobs, ensuring clear communication and protection for both parties involved.





## **U American Advertising Federation (AAF) Chapters**

The **American Advertising Federation (AAF)** is the oldest national advertising trade association in the U.S., representing over 40,000 professionals across 200 local chapters and 225 college chapters. The AAF provides a unifying voice for advertising through various programs, including the American Advertising Awards, the National Student Advertising Competition, and the Advertising Hall of Fame. You can contact the national office to find information for the local chapter in your area.



### **National Office Contact Information:**

**Website:** [AAF National](#)

**Email:** [info@aaf.org](mailto:info@aaf.org)

**Phone:** (202) 898-0089

**Address:** American Advertising Federation  
1101 Vermont Ave NW, Suite 500  
Washington, DC 20005

By reaching out to the national office, you can obtain detailed information about local chapters, membership benefits, and upcoming events tailored to your region.

### **Selected Chapters:**

#### **AAF New York City**

##### **Contact Information:**

Website: [AAF New York](#)

Email: [info@aafnyc.org](mailto:info@aafnyc.org)

Phone: (212) 682-2500

**Description:** AAF New York City is one of the most prominent chapters, offering extensive networking opportunities, professional development programs, and hosting the prestigious Advertising Week event.

#### **AAF Los Angeles**

##### **Contact Information:**

Website: [AAF Los Angeles](#)

Email: [info@afla.org](mailto:info@afla.org)

Phone: (323) 964-8080

**Description:** AAF Los Angeles provides a platform for advertising professionals in the LA area to connect, collaborate, and advance their careers. The chapter organizes various events, including the ADDY Awards

## **AAF Chicago**

### **Contact Information:**

Website: [AAF Chicago](http://aafchicago.org)

Email: [info@aafchicago.org](mailto:info@aafchicago.org)

Phone: (312) 245-0000

**Description:** AAF Chicago is a leading chapter known for its dynamic events, educational workshops, and strong industry connections. The chapter plays a pivotal role in the local advertising community.

## **AAF Boston**

### **Contact Information:**

Website: [AAF Boston](http://aafboston.org)

Email: [info@aafboston.org](mailto:info@aafboston.org)

Phone: (617) 523-4400

**Description:** Serving the Greater Boston area, this chapter focuses on fostering innovation and creativity in advertising through its events, networking opportunities, and professional development programs.

## **AAF San Francisco**

### **Contact Information:**

Website: [AAF San Francisco](http://aafsf.org)

Email: [info@aafsf.org](mailto:info@aafsf.org)

Phone: (415) 362-8530

**Description:** AAF San Francisco is dedicated to supporting the local advertising community by offering networking events, educational programs, and advocacy efforts.

## **AAF Miami**

### **Contact Information:**

Website: [AAF Miami](#)

Email: [info@aafmiami.org](mailto:info@aafmiami.org)

Phone: (305) 443-5600

**Description:** This chapter serves the South Florida area, providing a vibrant community for advertising professionals through events, awards, and networking opportunities.

## **AAF District 4 (Florida and the Caribbean)**

### **Contact Information:**

Website: [AAF District 4](#)

Email: [info@aafdDistrict4.org](mailto:info@aafdDistrict4.org)

Phone: (800) 999-9999

**Description:** District 4 encompasses 19 local federations, providing a network for nearly 1,000 members. The district is known for its contributions to the advertising industry, and the creation of the American Advertising Awards.

## **AAF Greater Flint (Michigan)**

### **Contact Information:**

Website: [AAF Greater Flint](#)

Email: [info@aafgreaterflint.com](mailto:info@aafgreaterflint.com)

Phone: (810) 230-2020

**Description:** This chapter serves the greater Flint area, offering networking opportunities, professional development, and involvement in local competitions.

## **AAF Oklahoma (Oklahoma)**

### **Contact Information:**

Website: [AAF Oklahoma](#)

Email: [info@okcadclub.com](mailto:info@okcadclub.com)

Phone: (405) 605-6666

**Description:** Part of the 10th district, AAF Oklahoma supports advertising professionals through events, competitions, and advocacy efforts in Oklahoma.

## **AAF Roanoke (Virginia)**

### **Contact Information:**

Website: [AAF Roanoke](http://aafroanoke.org)

Email: [info@aafroanoke.org](mailto:info@aafroanoke.org)

Phone: (540) 344-2792

**Description:** Serving Virginia, North Carolina, and South Carolina, this chapter offers local and regional events, professional development opportunities, and community service projects.

## **AAF Nashville (Tennessee)**

### **Contact Information:**

Website: [AAF Nashville](http://aafnashville.org)

Email: [jmahone@bohanideas.com](mailto:jmahone@bohanideas.com),

[shari.dennis@finnpartners.com](mailto:shari.dennis@finnpartners.com)

Phone: (615) 321-4299

**Description:** This chapter represents the middle Tennessee area, organizing events, awards, and networking opportunities for advertising professionals.

## **AAF Black Hills (South Dakota)**

### **Contact Information:**

Website: [AAF Black Hills](http://aafblackhills.org)

Email: [info@aafblackhills.org](mailto:info@aafblackhills.org)

Phone: (605) 348-8850

**Description:** AAF Black Hills fosters a collaborative community of advertising professionals, providing top-notch speakers, educational resources, and networking events.



## V Business Networking Organizations



These organizations provide a range of networking opportunities, from local meetings and industry-specific groups to global events and executive coaching, helping professionals connect, collaborate, and grow their businesses.

### **Business Network International (BNI)**

**Introduction:** Founded in 1985, BNI is one of the world's leading business networking and referral organizations.

**How It Works:** BNI operates through local chapters, each of which allows only one representative from each industry.

Members meet regularly to share referrals and grow their businesses through mutual support.

**Website:** [BNI](#)

### **Chamber of Commerce**

**Introduction:** Chambers of Commerce are local associations of business professionals aimed at promoting economic development and fostering community growth.

**How It Works:** Members attend regular meetings, networking events, and workshops, leveraging the collective influence and resources of the group to advocate for business-friendly policies and opportunities.

**Website:** [U.S. Chamber of Commerce](#)

### **Rotary International**

**Introduction:** Established in 1905, Rotary International is a global humanitarian organization that also fosters professional networking and ethical business practices.

**How It Works:** Rotary Clubs meet weekly and focus on service projects, professional development, and networking. Members collaborate on initiatives that benefit their local communities and beyond.

**Website:** [Rotary International](#)

## **LeTip International**

**Introduction:** LeTip is a professional networking organization founded in 1978, designed to help businesses grow through qualified referrals.

**How It Works:** Members meet weekly, where they exchange business tips and referrals. Each chapter allows only one per business category to avoid conflicts of interest.

**Website:** [LeTip International](#)

## **The Executive Network (TEN)**

**Introduction:** TEN is a membership-based organization that connects senior executives, business owners, and entrepreneurs through events in the UK.

**How it Works:** A mix of online and face-to-face events where members can network, share insights, and collaborate. Events often feature speakers and breakout sessions to foster meaningful interactions.

**Website:** [The Executive Network](#)

## **Today's Executive Network (TEN)**

**Introduction:** Today's Executive Network (TEN) is focused on connecting business professionals for personal and professional growth through innovative and effective networking in Canada.

**How it Works:** Networking opportunities through fun and educational events, along with consulting and executive coaching services. Offers high value with minimal time investment.

**Website:** [Today's Executive Network](#)

## **Vistage Worldwide, Inc.**

**Introduction:** Vistage is a leading executive coaching organization that also offers networking opportunities for CEOs and business leaders.

**How It Works:** Members join peer advisory groups, attend executive coaching sessions, and participate in regional and national events. The focus is on personal and professional development through shared experiences and expert guidance.

**Website:** [Vistage Worldwide](#)

## **Young Presidents' Organization (YPO)**

**Introduction:** YPO is a global leadership community of chief executives, founded in 1950, aimed at empowering young leaders through peer networking and development opportunities.

**How It Works:** YPO members join local chapters and specialized networks, attend global events, and participate in educational programs. The organization emphasizes peer-to-peer learning and personal growth.

**Website:** [YPO](#)

## **Network After Work**

**Introduction:** Network After Work is a professional networking organization that hosts events in various cities across the United States, catering to a diverse range of industries.

**How It Works:** The organization holds regular after-work mixers and networking events, providing a casual environment for professionals to connect, share ideas, and explore business opportunities.

**Website:** [Network After Work](#)

## **Women's Business Network (WBN)**

**Introduction:** WBN is a networking organization dedicated to supporting and empowering women in business through networking, mentoring, and educational opportunities.

**How It Works:** WBN offers regular meetings, events, and workshops where members can share experiences, gain insights, and build professional relationships to advance their careers and businesses.

**Website:** [Women's Business Network](#)



## W Fundraising Videos for Start-Up Tech Firms

### National Organizations of Tech Incubators



Tech incubators are pivotal in supporting start-ups by providing resources, mentorship, and networking opportunities. Here are some national organizations and notable incubators across the United States. Forming a relationship with local incubators in your area could be a way to connect with startups in need of a video. (right click and choose “Hyperlink>Open Hyperlink” if necessary)

#### National Organizations:

##### **National Business Incubation Association (NBIA)**

**Website:** [InBIA](http://InBIA) (scroll down to “tools & directories”)

**Description:** NBIA provides education, networking, and other resources to advance the business incubation industry and support the development of new business ventures.

##### **Incubator List**

**Website:** [IncubatorList.com](http://IncubatorList.com)

**Description:** This platform offers an extensive directory of over 2,200 startup accelerators, incubators, and VCs worldwide, with a significant focus on U.S.-based programs. You can search and filter incubators by various criteria

#### Notable Incubators:

##### **MassChallenge (Boston, MA)**

**Website:** [MassChallenge](http://MassChallenge)

**Description:** MassChallenge is a global network of zero-equity start-up accelerators, headquartered in Boston, with a focus on high-impact early-stage entrepreneurs.



**Cambridge Innovation Center (Cambridge, MA)**

**Website:** [CIC](#)

**Description:** CIC offers co-working spaces and resources for start-ups, fostering innovation through community and collaboration.

**New York City Economic Development Corporation (NYC, NY)**

**Website:** [NYCEDC](#)

**Description:** NYCEDC provides resources and initiatives to help start-ups grow, including innovation spaces and mentorship programs.

**LA Cleantech Incubator (Los Angeles, CA)**

**Website:** [LACI](#)

**Description:** LACI supports clean technology start-ups through funding, office space, and comprehensive business support.

**1871 (Chicago, IL)**

**Website:** [1871](#)

**Description:** 1871 is Chicago's center for technology and entrepreneurship, offering workspace, mentorship, and a community for digital start-ups.

**Plug and Play Tech Center (Silicon Valley, CA)**

**Website:** [Plug and Play](#)

**Description:** Plug and Play is a global innovation platform that connects start-ups to corporations and investors.

**Y Combinator (Silicon Valley, CA)**

**Website:** [Y Combinator](#)

**Description:** Y Combinator is a renowned start-up accelerator that provides seed funding, advice, and connections to promising start-ups.

## **500 Startups (San Francisco, CA)**

**Website:** [500 Startups](#)

**Description:** 500 Startups is a global venture capital seed fund and accelerator, investing in and mentoring early-stage companies.

## **Fundraising Platforms**

### **Kickstarter**

**Website:** [Kickstarter](#)

**Description:** A popular platform for creative projects, including tech innovations. Projects are funded if they reach their financial goal within a specified period.

### **Indiegogo**

**Website:** [Indiegogo](#)

**Description:** Offers flexible funding options, allowing projects to keep funds even if they don't reach their goal. Suitable for various types of projects, including start-ups.

### **GoFundMe**

**Website:** [GoFundMe](#)

**Description:** Primarily used for personal fundraising, but can also be used for business ventures and start-up funding.

### **Republic Europe**

**Website:** [Republic Europe](#)

**Description:** A European-based crowdfunding platform for start-ups and growth companies, enabling investment in exchange for equity.

### **Crowdcube**

**Website:** [Crowdcube](#)

**Description:** Another major European platform that allows people to invest in start-ups in exchange for equity.

## Fundraising Video Impact

Fundraising videos are a significant driver of success on these platforms. According to Kickstarter statistics, projects with videos succeed at a rate of 50%, while those without videos have a success rate of only 30%. The exact amount of money raised annually through fundraising videos can vary, but Kickstarter alone has seen billions of dollars pledged since its inception.

## Finding Local Incubators

To find tech incubators in your community, consider the following steps:

**Local Economic Development Agencies:** These agencies often have information on local incubators and resources for start-ups.

**Universities and Colleges:** Many academic institutions have entrepreneurship programs and incubators.

**Networking Events:** Attend local tech meetups, hackathons, and industry conferences to connect with incubator representatives.

**Online Searches and Directories:** Use search engines and directories such as AngelList or Crunchbase to find incubators by location.

## Conclusion

Specializing in fundraising videos for start-up tech firms offers video editors not only a profitable business opportunity but also a chance to potentially benefit from the success of the next big tech company. By partnering with tech incubators and leveraging crowdfunding platforms, video editors can play a pivotal role in helping start-ups secure the funding they need to grow and succeed.



## **X - Phone to Phone Contact Sharing**



Sharing your personal contact information from phone to phone can be done in several ways depending on the type of phones involved (i.e., iOS, Android, or between different platforms). Here are some common methods:

### **Using a QR Code**

Both Android and iOS allow you to generate a QR code for your contact information which can be scanned by another phone.

#### **1. For iPhone:**

Open the Contacts app.

Select the contact you want to share.

Tap "Share Contact."

Choose "QR Code" if available (may need a third party app).

#### **2. For Android:**

Open the Contacts app.

Select the contact you want to share.

Tap the three-dot menu and select "Share."

Choose "QR Code" if available (may need third-party app).

### **Using Airdrop (iPhone to iPhone)**

1. Open the Contacts app on your iPhone.
2. Select the contact you want to share.
3. Tap "Share Contact."
4. Choose "Airdrop."
5. Select the nearby iPhone you want to share with.

### **Using Bluetooth or NFC (Android to Android)**

1. Enable Bluetooth or NFC on both phones.
2. Open the Contacts app on your Android phone.
3. Select the contact you want to share.
4. Tap the three-dot menu and select "Share."
5. Choose "Bluetooth" or "NFC."
6. Pair the devices if necessary and send the contact.

## Using a Text Message or Email

1. Open the Contacts app on your phone.
2. Select the contact you want to share.
3. Tap "Share Contact."
4. Choose the method (Message, Email, etc.).
5. Enter the recipient's details and send.

## Using a Contact Card (vCard)

1. Open the Contacts app.
2. Select the contact you want to share.
3. Tap "Share Contact."
4. Save the contact as a .vcf file (vCard).
5. Share the .vcf file via email, messaging apps, or any other preferred method.

## Using Third-Party Apps

You can also use third-party apps like WhatsApp, Telegram, or specialized contact sharing apps that offer more features or convenience.

### 1. Using WhatsApp:

Open WhatsApp.

Open a chat with the person you want to share your contact with.

Tap the attachment icon (paperclip) and select "Contact."

Choose the contact and send.

### 2. Using Telegram:

Open Telegram.

Open chat with the person you want to share a contact with.

Tap the attachment icon and select "Contact."

Choose the contact and send.

These methods should cover most scenarios for sharing contact information between phones.



## Y Soft skills and hard cash



Ours is a “people business” so a lot of your success as a video editor has as much to do with your “soft skills” as your editing chops. You can’t be successful in this job without soft skills. The ART of negotiation is among the most important, due to the impact it can have on your earnings. To be clear if “hard skills” refer to the technical ability that you achieved in mastering the user interface of your editing software, soft skills are the less tangible, interpersonal, “finesse” that help you to communicate successfully with others and succeed in your job. The “like” part of that Know, Like and Trust, drum that I keep beating.

The finesse may revolve around finding a way to diplomatically, ensure that your client understands that “a bargain” that doesn’t work isn’t a bargain. Editors are not interchangeable “widgets”. Paying a higher hourly rate for someone that is more highly skilled and faster with the interface can wind up costing less in the long run and also result in a better finished product. The client must feel that your true motivation isn’t focused on your personal vested interest but that you are devoted to whatever is in the best interests of the project you will work on together.

Negotiating rates is a crucial skill for video editors. Here are some recommended online articles and books that cover the art of negotiation, which are worth reading:

## Online Articles on Negotiation

[How To Negotiate Freelance Rates: Charge Your Worth](#)

[How to Negotiate Freelance Rates Like a Pro](#)

[How to negotiate with a new client](#)

## Books on Negotiation

**"Never Split the Difference: Negotiating As If Your Life Depended On It" by Chris Voss** This book, written by a former FBI hostage negotiator, provides a unique approach to negotiation, emphasizing tactical empathy and strategic communication.

[Find it on Amazon](#)

**"Getting to Yes: Negotiating Agreement Without Giving In" by Roger Fisher, William Ury, and Bruce Patton** A classic book on negotiation, it introduces the principled negotiation method, which focuses on interests rather than positions.

[Find it on Amazon](#)

**"The Art of Negotiation: How to Improvise Agreement in a Chaotic World" by Michael Wheeler** This book explores the art of negotiation with a focus on adaptability and improvisation, valuable skills for any freelance professional.

[Find it on Amazon](#)

**"Crucial Conversations: Tools for Talking When Stakes Are High" by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler** While not exclusively about negotiation, this book provides tools for effective communication in high-stakes situations, which is essential for negotiating rates. [Find it on Amazon](#)

These resources should provide a solid foundation for you to develop your negotiation skills, ultimately helping you to better negotiate your rate and establish your true value.







## **Z - The Single Most Important Skill for Success as a Video Editor**



In the dynamic and ever-evolving world of video editing, there are numerous skills and traits that can contribute to your success. From technical proficiency and creative flair to effective marketing and networking, each aspect plays a crucial role. However, there is one skill that stands out above the rest in ensuring long-term profitability and survival: **Adaptability**.

### **The Essence of Adaptability**

Adaptability is the ability to adjust to new conditions, embrace change, and pivot when necessary. For a video editor, this means being open to learning new technologies, adjusting to client needs, and evolving with industry trends. The landscape of video production is continuously changing, with new software, techniques, and platforms emerging regularly. To stay relevant and competitive, you must be willing and able to adapt.

### **Embracing Technological Advancements**

Technological advancements are at the heart of the video editing industry. New software updates, plugins, and tools are released frequently, each offering enhanced capabilities and efficiencies. As a video editor, it's imperative to stay updated with these advancements. Invest time in learning new software, experimenting with new features, and integrating these tools into your workflow. Clients often seek editors who can deliver cutting-edge results, and being proficient with the latest technology will give you a significant edge.

### **Understanding and Meeting Client Needs**

Clients' needs and expectations can vary greatly and may change over time. Adaptability in understanding and meeting these needs is crucial. This means being flexible with your editing style, accommodating last-minute changes, and being receptive to feedback. Building strong client relationships often hinges on your ability to adapt to their preferences and deliver results that align with their vision.

## **Navigating Market Trends**

The video editing market is influenced by trends in content consumption, platform preferences, and audience behavior. What worked last year may not be effective today. Stay informed about industry trends by following relevant blogs, attending webinars, and participating in industry forums. Whether it's the rise of short-form video content, the increasing demand for live streaming, or the popularity of certain visual styles, being aware of and adapting to these trends will help you remain relevant and in demand.

## **Diversifying Your Skill Set**

While specializing in a particular niche can be beneficial, having a diverse skill set increases your adaptability. This could involve learning complementary skills such as graphic design, animation, or sound editing. By broadening your expertise, you can offer more value to clients and open up additional revenue streams. In a competitive market, versatility can be a significant advantage.

## **Managing Uncertainty and Change**

The freelance world is inherently uncertain. Projects may come and go, and income can fluctuate. Adaptability helps you navigate these uncertainties with resilience and optimism. This might involve diversifying your client base to mitigate risk, adjusting your pricing strategy in response to market conditions, or exploring new markets and industries where your skills are in demand.

## **Continuous Learning and Growth**

Commit to lifelong learning. The more knowledge and skills you acquire, the better equipped you'll be to adapt to new challenges and opportunities. Take online courses, attend workshops, and seek out mentors who can offer guidance and insights. The investment you make in your own growth will pay dividends in your ability to adapt and thrive in the freelance landscape.

## **Conclusion**

In conclusion, adaptability is the single most important skill for a video editor aiming to be profitable and survive in the long term. It encompasses staying updated with technology, understanding client needs, navigating market trends, diversifying your skill set, managing uncertainty, and committing to continuous learning. By cultivating adaptability, you'll not only survive but thrive in the dynamic and rewarding world of video editing.



"I think it's important that people understand that you don't have to be the smartest person in the room — you don't have to be the most talented. You don't have to be the most anything. The thing you can be is the most prepared and the hardest working."

- **James Cameron**

# WORLD CLASS EDITING DESK COMPLETE PLANS



JD Freedman

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