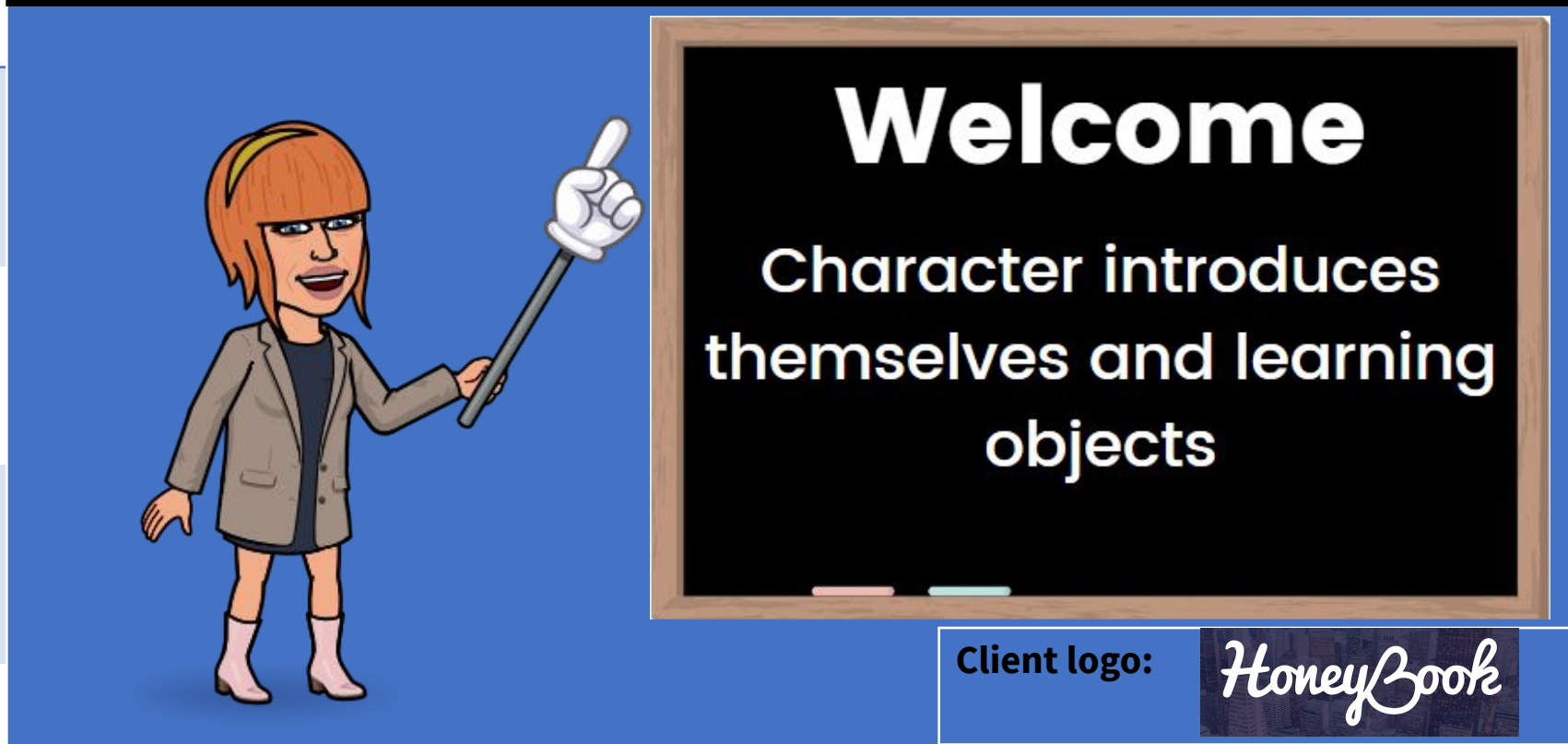|	
Date:	**12.15.20**
Course Name:	Organizing Business Priorities
Module #	1
Module Section Title (Subtopic):	Welcome, Learning Objects
Slide/Screen Title:	1 Opener
Navigation Notes:	Next arrow in player navigation

Graphics and Slide Text: Static image of characters w/ welcome intro and L.O. intro using dual coding

Welcome

Character introduces themselves and learning objects

Client logo: HoneyBook

Narration/Voiceover: "I'm Janice Miller a leading Wedding Photographer and I'm gonna bring you a short training to help you sustain your business through savvy timeline organization techniques."

Animation: Learning objectives animate on screen along with Janices' text.

Date:	12.15.20
Course Name:	Organizing Business Priorities
Module #:	1
Module Section Title (Subtopic):	Problem, statistics & Contributors
Slide/Screen Title:	2 Problem
Navigation Notes:	next arrow in player navigation

Graphics and Slide Text: Create a pie chart that will animate in the data discovered by Dane Sanders. 3 failure contributor icons that are click to reveal.

Problem

"The photographic industry is one of the most challenging, difficult, and competitive for start-up businesses. The statistics prove it. Take this 3 year study discovered by Dane Sanders in his book Fast Track Photographer: In the 1st year, 60% of photographers give up their business. Of that remaining 40%, another 25% will fail within the 2nd year. The ones that make it are the remaining 15% who endure through the 3rd year." -Christina N Dickson

Contributors

Prioritizing art before business

Mistaking your equipment for your service or product quality.

Lack of networking
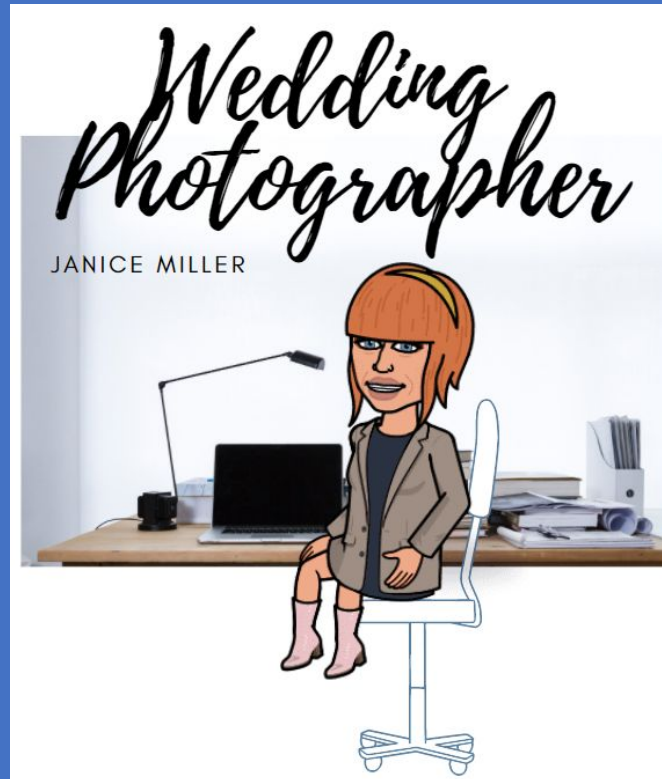
Lack of customer service experience

Client logo: HoneyBook

Narration/Voiceover: "Let's take a look at what's contributing to the failure rate and then we'll head over to my office."

Animation: Pie chart & data animates in, dialog box with text, 3 icons that click to reveal contributor.

Date: 12.15.20

Course Name:	Organizing Business Priorities
Module #:	1
Module Section Title (Subtopic):	Business professional & mentor
Slide/Screen Title:	3 Notification
Navigation Notes:	Click notification to open Conners message

Graphics and Slide Text: Janice clicking away on organizing tasks for her business when she gets a message from a friend.

Narration/Voiceover: Welcome to my office and studio. As I mentioned before I mentor Colin whom I hope you can help guide through this process. Oh, there a message from him now, let click it and see what he has to say.

Animation: Rolls in on her chair, message pops up

Course Name:	Organizing Business Priorities
Module #:	1
Module Section Title (Subtopic):	Getting started & Introduction to topics
Slide/Screen Title:	4 Virtual Call
Navigation Notes:	next arrow in player navigation

Graphics and Slide Text: Janice talks with conlin about what they will be going over and how that will help him.

Hey Colin, if you're ready to get started I'm going to share my screen-

Janice, thanks again for helping me out with this, yeah, I'm ready.

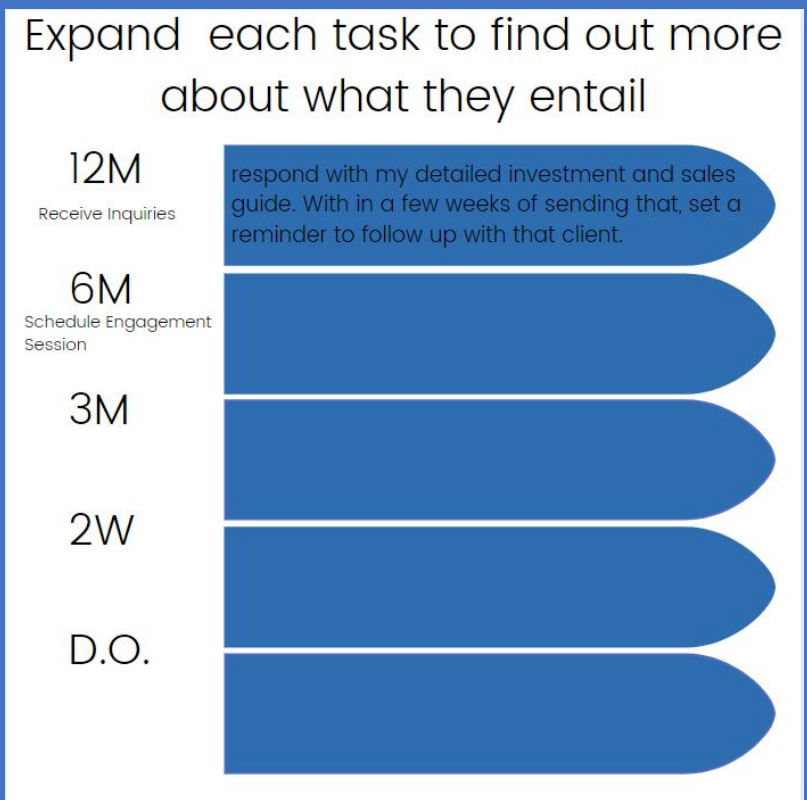First we'll go over what needs to happen and when.

Client logo: HoneyBook

Narration/Voiceover:

Animation: Icons and text appear on the screen to break down what it is she will be teaching conner.

Course Name:	Organizing Business Priorities
Module #:	1
Module Section Title (Subtopic):	Expand on the task list
Slide/Screen Title:	7 Task Info
Navigation Notes:	Each must be expanded before moving forward

Graphics and Slide: Calendar with categories. Add characters into image as if they are in the zoom call discussing this.

Expand each task to find out more about what they entail

12M
Receive Inquiries

respond with my detailed investment and sales guide. With in a few weeks of sending that, set a reminder to follow up with that client.

6M
Schedule Engagement Session

3M

2W

D.O.

Move to schedule a video call with the couple to get them emotionally invested and booked.

Sales Call with the couple. If they verbally close on the call, I will walk them through the booking process (signing the virtual contract and paying their 40% package retainer).

Once contract and retainer payment is received, I send the couple an official welcome email with my complete Wedding Photography Planning Guide & Engagement session Planning Guide

Vital to start educating the couple on everything they need to be mindful of well in advance of their wedding to mitigate headaches down the road.

within 1 Month of Contract Signing: Send a physical welcome gift to the couple to keep me and my business top of mind

Client logo: *HoneyBook*

Narration/Voiceover: Each timeline group has a set of tasks that details what needs to happen with each coaster along the way to keep you and them on target for their big day.

Animation: Pulsating and expandable icons, that give you details for all the tasks that need to happen during that timeframe.

Date: 12.15.20

Course Name:	Organizing Business Priorities
Module #:	1
Module Section Title (Subtopic):	Show where items get organized within a timeline/calendar
Slide/Screen Title:	5 Demonstration
Navigation Notes:	

Graphics and Slide Text: Eliminate dates and just have the name of the months.
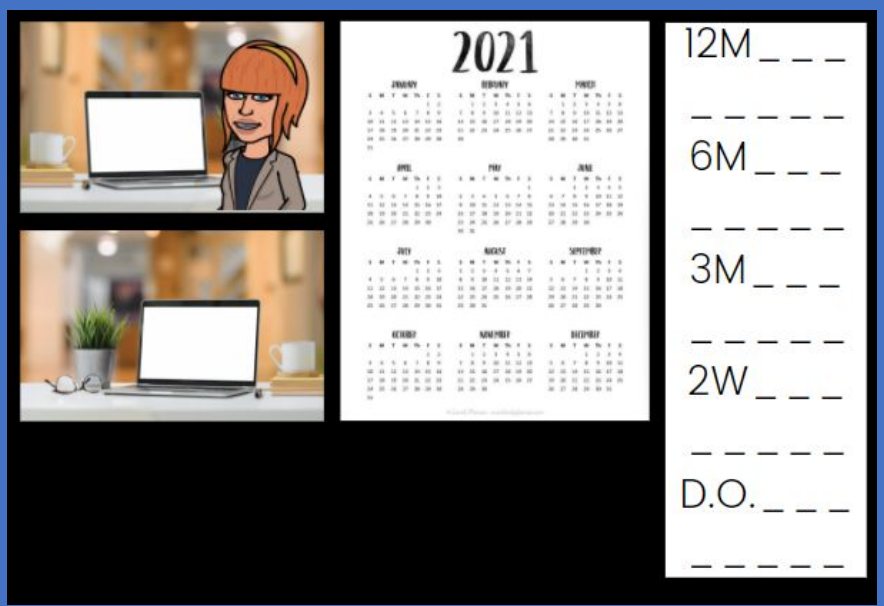

12M Schedule a video consultation call with the couple to educated them on the value of service and quality.
Sales Call with the couple to close sale…

6 months out
Schedule engagement session
Follow up with customers who enquired 6 months ago.

3M Send my full wedding photography timeline and details questionnaire for the couple to complete. This will include all the information I require to best shoot their wedding like full timelines, vendor contact info, family portrait groupings, priority moments, traditions I should know about, and other questions that will be helpful for me
2W Send a complete wedding photography timeline to the couple + wedding planner for final approval
Introduce myself to the videographer via email (if there is one) so we can function as a team and mitigate getting in each other's way

D.O. Print full schedule and family portrait groupings
Make a screenshot of the timeline on my phone lock screen for easy access to the timeline
Arrive 30 minutes before the official start time to scope out the venue and surrounding area
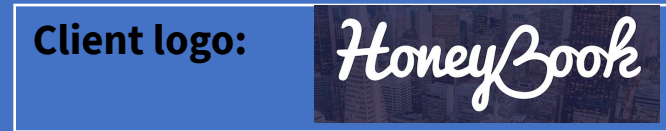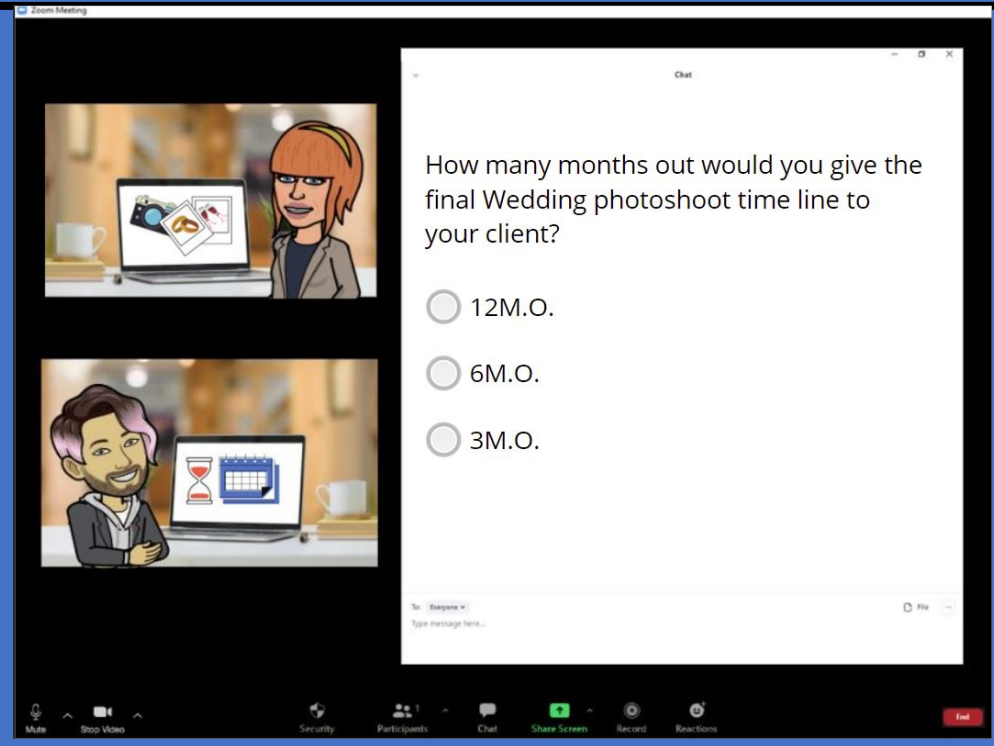Start shooting!

Client logo:
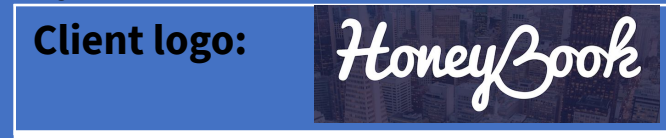
Narration/Voiceover:

Animation:Automated video demonstrating tasks being dropped into the proper month.

Date: 12.15.20

Course Name:	Organizing Business Priorities
Module #:	1
Module Section Title (Subtopic):	1 on the spot
Slide/Screen Title:	9
Navigation Notes:	click next in player navigation

Graphics and Slide Text: Zoom call continued and impromptu quiz question with custom feedback slides.

Correct
That's right! You selected the correct response.
Continue

Correct
That's right! You leveled up!
Continue

Client logo: HoneyBook

Narration/Voiceover: How many months out would you give the final wedding photoshoot timeline to your client?
12m.o., 6m.o.,3m.o.?

Animation:Quiz question and answer fade in.

Date: 12.15.20

Course Name:	Organizing Business Priorities
Module #:	1
Module Section Title (Subtopic):	Knowledge check
Slide/Screen Title:	6 Let's Zoom
Navigation Notes:	next arrow in player navigation

Graphics and Slide Text: Knowledge check with character and quize question and answers.

Client logo: *HoneyBook*

Narration/Voiceover:Let's see what you've gathered thus far?
What percentage of Wedding Photographers give up after the first year? 15%, 25%, 60%?

Animation: The text & images for the knowledge check fade in.

Date: 12.15.20

Course Name:	Organizing Business Priorities
Module #:	1
Module Section Title (Subtopic):	quiz question
Slide/Screen Title:	8 timeline organize quiz
Navigation Notes:	click next in player navigation

Graphics and Slide Text: Drag and drop quiz icons and bitmoji character.

If your clients booked with you in December 2020 for their wedding in September 202121 can you help Colin figure out which set of task is due in which month?

Drag and drop tasks into the month they're due.

2021

12M.O.   6M.O.   3M.O.

W.O.

D.O.

January	February	March	April
May	June	July	August
September	October	November	December

September 2020   October 2020   November 2020

Client logo: HoneyBook

Narration/Voiceover: If your clients booked with you in December 2020 for their wedding in September 2021 can you help Colin figure out which set of task is due in which month?

Animation: n/a

Date: 12.15.20

Course Name:	Organizing Business Priorities
Module #:	1
Module Section Title (Subtopic):	feedback slide
Slide/Screen Title:	9 Course complete
Navigation Notes:	click next in player navigation

Graphics and Slide Text: Images and text detail what was covered in the course

Wendy, in taking the time to help mentor Colin today you:

looked at what tasks needed to be scheduled and you scheduled business needs.

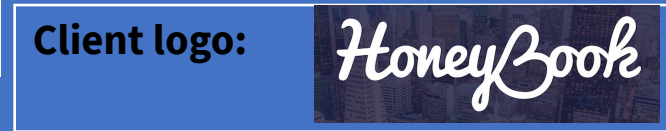You nailed down contributors obstructing photographers and behaviors that foster success.

✓ Congratulations, you passed.

Results

Your Score: 75% (30 points)

Passing Score: 75% (30 points)

Review Quiz

Client logo: *HoneyBook*

Narration/Voiceover: n/a

Animation: Results are populated and Colin fades in from the right.