

Do you want to **increase sales?**
Do you want to **promote your business efficiently?**
Do you want to **create other avenues of income with little investment?**

Then Finisher Productions can help!

We live in a *visual* society. Today, more and more emphasis is placed on '*watching*' rather than 'reading'. If you put a book and a DVD in front of someone, the chances are they would watch the DVD. Websites such as YouTube are tremendously popular and streaming videos online are now a common thing in the average home. Our customers use media. Shouldn't we make it easy for them to access our products and services through the medium which *they use*? Now, more and more companies are using media to; promote themselves; save time, money and increase sales.

The average film company however, would not tell you that there are ways to even **create other avenues of income** through media. We wish to show you how this can be done.

We live in an ever increasing *international* society. Companies now face the issue of 'accessibility.' We cannot be everywhere at once, but our businesses need to be.

All of these things require our businesses to produce marketing and teaching materials. Once again, the average production company would not tell you that there are ways to produce these materials in many different formats, therefore making you accessible across the board, all at an unbeatable price – but we will!

Normally companies will have a promotional video made just for the sole purpose of advertising themselves. This is great! However for some companies this may only be the *starting point*. Particularly for some companies, the opportunity arises for them to not only produce marketing and teaching materials but to also *make money from them*!

Could your company/organisation be one of these?

Some examples of this range from Business Support programmes, Government initiatives, Local Councils, Charities, Motivational speakers, Churches, Estate Agencies, Schools, Youth Programmes, Seminars/Conference events and many, many more! As you can see the opportunity is virtually across the board.

Apart from a promotional video why not film/produce:

- Seminars?
- Training?
- Testimonials?
- Podcasts?
- Interviews?
- Mini adverts/promos?

These are a few examples of what you can film. Once you have them on DVD, why not:

- Sell them direct or on a subscription basis?
- Stream them online?
- Upload them on itunes, Youtube and other websites?
- Grab the audio and put them on audio CD which can then be sold?

As you can see there are a number of ways in which you can use media to create more money for your business and *you won't have to physically do anything!* You are now also more accessible to your customers and on an international level and you did it all through media!

Media is the present and the future. It's time to use it to your full advantage!