



From Lackluster to Blockbuster: What Really Creates Brand-Building Videos That Get Results (Paperback)

By Debz Collins

Concept2value Press, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Do you - and your message, mission, or business - have visual impact? It s important. Our world is visual. Not only are we accustomed to watching television, but we re also inundated with YouTube videos, infographics, images and videos on Facebook, Instagram, and a plethora of other visual stimuli. Most of it is carefully crafted to communicate a specific message, often a marketing or branding message. The question is. are you competing in the world of visual media? The truth is in the Internet age, if you are not using video to represent your material and yourself in a powerful impactful way, your business will suffer - perhaps even not survive. Who do you turn to? The same person top names in the speaking and training professions turn to - Debz Collins. After more than two decades of creating visual magic as a video and multimedia professional for these top internationally-known personal development and business experts, she is stepping out from behind the cameras, to share her branding and market-making secrets with you. In today s fast-paced, 140-character Internet world,...



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