

# Brand Story Package

## JohnPaul.tv



The **Brand Story Package** as a monthly retainer is tailored for businesses and entrepreneurs aiming to enhance their brand presence and connect deeply with their audience through compelling storytelling. This package focuses on producing content that not only showcases the brand's products or services but also highlights its values, mission, and the people behind it. It's particularly effective for building personal brands who wish to stand out in a competitive market by sharing their unique stories, values, and successes.

**Target Audience:** Real estate agents, entrepreneurs, small to medium-sized businesses, and any professionals seeking to build or enhance their personal brand through storytelling.

**Pricing:** \$5,000 - \$10,000 per month

### Deliverables:

- **Videos:** 2-3 high-quality brand storytelling videos per month, each 2-5 minutes long. These videos could include agent profiles, client testimonials, behind-the-scenes looks at the business, community involvement stories, and highlighted property tours that convey the agent's unique approach and successes.
- **Content Development:** Initial strategy session to identify key brand messages, story arcs, and the overall content plan. Monthly planning meetings to discuss upcoming stories, themes, and goals.
- **Scriptwriting and Storyboarding:** Professional scriptwriting services to craft engaging narratives. Storyboarding for complex shoots to visualize the story flow.
- **Production:** Full-day or multiple half-day shoots per month, including high-quality video and audio capture, drone footage for aerial views of properties

and neighborhoods, and lighting as needed to ensure professional production values.

- **Post-Production:** Editing to weave together narratives with interviews, property footage, and b-roll, including color grading, sound design, and the addition of licensed music. Custom graphics and lower thirds to reinforce the brand identity, and two rounds of revisions per video.
- **Personal Branding Consultation:** Ongoing consultation to align video content with the agent's personal branding goals, ensuring each piece contributes to building a consistent and compelling brand image.
- **Distribution Strategy Guidance:** Recommendations on how to best distribute and utilize the video content across various platforms (e.g., social media, YouTube, the agent's website) to maximize reach and engagement.
- **Performance Review:** Bi-monthly review of video performance and audience engagement, with insights and adjustments for future content planning.

### **Optional Add-Ons (For Additional Fees):**

- **Additional Videos:** For clients needing more than the included videos, priced at \$1,000 - \$2,000 per additional video, depending on length and complexity.
- **Social Media Clips:** Short-form content derived from the main videos, optimized for social media platforms, priced at \$300 - \$500 per clip.
- **Extended Production:** Additional shooting days for capturing extensive property portfolios or special events, priced according to the scope required.
- **Advanced Post-Production Techniques:** Including 3D animations or virtual tours, starting at \$600 per video.
- **Expedited Delivery:** Faster turnaround for urgent projects, priced at an additional 20% of the monthly retainer fee.