



Workhorse Studios
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Videographer Planning Worksheet

Company Information

Your Name _____ Phone _____
 Company Name _____ Cell _____
 Address _____
 City _____ State _____ Zip _____
 Web Site URL _____ Email _____

Location Information

Years in Business

 Cities You Serve

Expense Analysis

Fill in the hard costs of each wedding video package to determine costs and profits.

<u>EXPENSES</u>	<i>Package 1</i>	<i>Package 2</i>	<i>Package 3</i>
Time/Hourly			
Transportation			
Location			
Camera & Tape			
Digitizing & Decoding			
Edit/Production			
Duplication			
Add'l Personnel			
Other _____			
Other _____			
Final Costs			
Your Price			

Calendar Analysis

In the past 12 months, count the number for the items below and the month they occurred

	<i>Jan</i>	<i>Feb</i>	<i>Mar</i>	<i>Apr</i>	<i>May</i>	<i>Jun</i>	<i>Jul</i>	<i>Aug</i>	<i>Sep</i>	<i>Oct</i>	<i>Nov</i>	<i>Dec</i>
Bids												
Shoots												
Ad Costs												

Generally, what is the average time period in weeks/months between contact and wedding?

What do you consider the average size/cost of the weddings for which you get contacted?

Competitive Analysis

Compare all the variables between you and your competition

<u>VARIABLES</u>	<i>YOU</i>	<i>Competitor 1</i>	<i>Competitor 2</i>	<i>Competitor 3</i>
Prices				
Experience				
Style				
Staff				
Equipment				
Customer Service				
Advertising				
Marketing Materials				
Web Site				
Other _____				
Other _____				
Other _____				

Marketing Analysis

Rank the areas where you get the majority of your leads

<input type="checkbox"/>	Customer Referral - Bride	<input type="checkbox"/>	Business Referral - Planner
<input type="checkbox"/>	Customer Referral - Groom	<input type="checkbox"/>	Business Referral - Photographer
<input type="checkbox"/>	Customer Referral - Other _____	<input type="checkbox"/>	Business Referral - Florist
<input type="checkbox"/>	Advertising - Yellow Pages	<input type="checkbox"/>	Business Referral - Other _____
<input type="checkbox"/>	Advertising - Ad in Publication	<input type="checkbox"/>	Other _____
<input type="checkbox"/>	Advertising - Online	<input type="checkbox"/>	Other _____
<input type="checkbox"/>	Advertising - Other _____	<input type="checkbox"/>	Other _____

What are your primary marketing materials used in providing customer information?

<i>Materials</i>		<i>Annual Cost</i>
1	Web Site	
2	Brochure	
3	Sales Letters	
4	DVD/Video	
5	Other	
6	Other	
7	Other	

Google Ad

Headline	_____	<i>Count Includes Spaces</i> 25 characters
Description Line 1	_____	35 characters
Description Line 2	_____	35 characters
Display URL	_____	35 characters
Destination URL	_____	1024 characters