

# 2 MINUTE TAKE

**We hear this video thing may be catching on, and we want you to be ready.**

If you can carve out 2 minutes of your day to learn something valuable, something interesting, something that may save you time, help you work remotely, help you work smarter, help you work better – then so can your customers, or better yet – your potential customers.

**Desert Moon Communications is now offering a new turnkey video program that stars**

## **YOU, AND YOUR LATEST INNOVATION**

### **Introducing the 2 Minute Take!**

The concept is so simple you'll wonder why you didn't think of it. Or maybe you did – but you haven't had the time to actually do it? **WELL, WE DO!**

We'll create a quick and concise video that succinctly states a common (or maybe not so common) problem, and then illustrate how YOUR solution takes care of it. Poof! No more problem. Who wouldn't love that?

The key here is to keep the video brief and focused – highlight the strengths your solutions provides, its benefits, advantages, what challenges it solves, and points of difference that make it better than all your competitors. C'mon, we know you think about that all day long.

### **TELL SOMEONE ELSE ABOUT IT.**

You can share this video with your current customer and prospect lists through email, social media and on your web site. But wait, there's more....

Desert Moon can also help you get it out there by creating a press release, digital ads for industry newsletters and websites and tailor a customized marketing program depending on your needs. We can even set up and maintain a social media initiative for you, if you haven't done that yet.

### **Here's how 2 Minute Take works:**

Following an initial discovery call where we'll discuss your solution in detail, we'll provide you with an outline of a script. After receiving your feedback and fine tuning, we'll deliver a final version for your approval and rehearsal. Then we'll all meet on Zoom to record you or your spokesperson. We'll do the recording and editing, including the B roll you want included and/or any supporting graphics. Upon final approval, the video is uploaded to the 2 Minute Take YouTube channel. Then, our promotion machine takes over to let the world know about it.



*Click on the screen above to see a sample.*

What are my choices? We were hoping you'd ask. There are 2 levels to choose from:

	<b>Director's Cut</b>	<b>Red Carpet Cut</b>
Pre-call consultation	•	•
Outline and script	•	•
Zoom interview	•	•
Recording and editing	•	•
Adding B-roll, charts, graphs, or diagrams	•	•
Uploading and hosting on 2MT YouTube Channel	•	•
Press release created and sent to worldwide media contact list		•
Custom designed box or banner ad		•
Ad in industry publication or resource newsletter or website		•
Cover letter to push video to client's email list		•
Social Media program (priced upon request)		
	<b>\$750</b>	<b>\$2500+</b> (depending on your choice of resource to display your ad)

BTW – you can do as many of these as you like. We certainly won't stop you!  
So, you may want to ask about the "Season Ticket" option for lovers of sequels.

Stay tuned – we've got more marketing initiatives coming soon that will knock your socks off.

Contact us with questions or if you'd like to learn more. No obligation.

Stay safe. Stay healthy. Stay in touch with the industry.

All the best,  
Harriet

