

30 years of experience packed into one quick read.

I have spent literally thousands of hours in audio and video studios over the last 30 years. I have worked as a producer, writer, director, engineer and marketing visionary. I have worked with and learned from the best in the business. I have experienced the production process from every perspective. I know what it takes to create a successful product. And I've put it all into this one little book, so you can approach your own multimedia production with the knowledge of a seasoned pro.

It boils down to three things.

To create a successful product, you need an in-depth understanding of the production process. Even more importantly, you need to develop your creative or artistic side. You can have all the technical expertise in the world, but if you don't produce a multimedia product with a creative vision, you'll end up with a mediocre product. Period.

The other factor is marketing and distribution, for which you must create a marketing plan. This book will show you how to do all three. I'll give you all the technical information you need, and then I'll help you develop your unique style, or "essence" and show you how to apply it to every product you create. I will also show you how to streamline costs, and save money on wasted products or bad footage. And finally, I will give you some ideas about how to market and promote your products.