

# Qualifications

Did not test copy

## 1 - Who am I writing to? Who is my avatar?



## 2 - Where are they now? What are they thinking feeling? Where are they inside my funnel? Etc

They are in their office after work, they feel frustrated, with their post production team, they are not getting the results he wants they are thinking “I do not know if we are going to be able to solve the issues on our project alone. These editors cannot do their jobs. They create stale videos while I need creative works of art” Of course he cares about the people in the team, but business is about results and the project they are working on is not at the level it should be, it has some major issues, so he does not care for them very much right now. They are on the website, consulting page after getting a notification on linkedin about

Brett Langefels consulting post

**Level of awareness:** they are seasoned produces, creative directors. They are very aware of the market trends and are very intelligent people. They know their team or organization or project is in trouble and needs to improve because the team or organization has repeatedly produced work that is not up to standard. They do not have the skills to properly solve the issues that they need to solve to make the project great. They don't have these skills because finding exceptional editors is very difficult. they may not know how to do it or how much it can improve. They most likely will not know how much money they can save by hiring Langefels. they also don't know some problems that when fixed could really improve the organization, team, or project. They have probably heard of Brett Langefels before. If they have, they know he is one of the best in the world.

## **The Product**

Brett Langefels is one of if not the most accomplished editors in the world. He currently works for discovery as a sports editor doing promos and sports opens for organizations like the NBA and NHL, but due to his position at the company he cannot do any editing for anyone else, but he can consult for post production if it does not include sports. Here is a link to one of his videos <https://vimeo.com/163952944>. He can script the plot of the video, music direction, creative direction, producing, directing, editing, sound design, color grading. He can do training, inspire, and give specific advice

### **3 - What actions do I want them to take at the end of my copy? Where do I want them to go?**

I want them to email Brett Langefels about consulting by clicking on the contact here button at the bottom of the page.

**Value ladder:** currently Langefels is only able to offer consulting, so this sales page will be apart of his website with an about page, featured work, a sales page, and a page about his accomplishments. People will get there from a post on LinkedIn where he has about 6300 followers.

### **Value equation:**

**Value = dream outcome (a great project and/or employees with new skills that save them money and produce better content in less time) x perceived likelihood of success (very high) / effort and sacrifice (relatively low, just money) x time delay (very little, just set an appointment)**

### **4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?**

I need to amplify their desire/ pain of having a bad editing team and wanting to improve their skills. They will have the intense desire to fix their situation. I need to convince them Brett Langefels is the best for the job, the easy part. To do this they have to see his work and feel blown away (which they will). They will be grateful to have the opportunity to work with him

I need to convince them they will save money by doing this, and/or make significantly more money. They will feel like they are losing money by not having

hired him yet, they will feel the pain of loss and that they need to hire Langefels to fix it.

Step 1. Amplify desire by highlighting the problems in the back of their mind and show qualification of Langefels by sharing video and explaining skills and experience

Step 2. Show them they are losing money until they hire him/show value

Step 3 amplify trust by showing plan

Step 4 CTA

**3 - Your document must list the reader's roadblocks and the solution/mechanism that will solve those roadblocks (lesson also attached below)**

**Overall goal/dream state:** their post production team/teams create award winning level work before the deadline, without complications and save the production team money in the process

**Roadblocks/Solutions**

**#1 Roadblock:** Their post production team/organization is not skilled enough. **Exs:** Not producing high quality work. Not meeting quality goals. Not meeting deadlines. Team is inefficient. Clients aren't happy with their work. Team is producing bland work.

**Solution:** Employee training by the best in the business, Brett Langefels.

**#3 Roadblock:** Their editors are close to a deadline and need help with an issue. **Exs:** editors know the problem, but cannot fix it, editors have a horrible project, don't have any idea how to fix it at all.

**Solution:** Consult Langefels remotely or in person to help the editors solve the issue

**#4 Roadblock:** Starting a project that has to be good, not sure how to make it great

**Solution:** Consult Langefels on the project and/or minor employee skillwork/training

**4 - Your document must include your best personal analysis of your copy's weakness and how you think you should improve it**

**Personal analysis:**

**Weakness:**

I know it needs to improve, not really sure what the major issues are. A lot of the areas that are not specific or not fleshed out, I am going to meet with my client to get specific details on what he wants.

## **Sales Page**

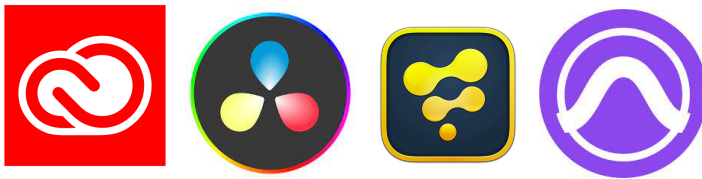
**Post Production consulting**

## **Breathe creative life into your post production team and uncover the secrets to newfound success**

Picture waking up on a foggy friday morning the day before the deadline for a HUGE promotion for the NBA that will make or break your company. However, you are not stressed, you didn't have to stay up late monitoring the project, and you feel at peace while drinking your morning coffee because you know the promotion is going to be great. That is the reality of working with Brett Langefels. Here are some examples: (video links)

### **Extensive capabilities**

When it comes to editing, the decades of experience Langefels has give him the toolset to do anything needed on a thorough list of programs.



### **Unmatched expertise**

Langefels is not just an editor; he's a creative powerhouse. With multiple individual Emmy Awards for editing, many group Emmy's and Gold Promax Awards under his belt, Langefels is celebrated for his meticulous editing, storytelling prowess, and ability to bring unique insights to every project.

Langefels has the unique talent of recognizing and fixing the unseen issues that limit projects from greatness

### **Down To The Wire**

Story of dad in a tough situation

**Develope Emmy award winning knowledge and skills; operate on a world class level with employee training**

**Creative execution training**

This includes training on the following skills:

- Music choices
- video formatting
- project structure
- energy and feel of the project
- audience immersion
- sound design
- incorporating graphics and special effects
- use of video and graphics

### **Equipment (In Progress)**

#### **common situations/needs that can be addressed**

- Cost reduction while maintaining quality and productivity
- The need to raise a teams skill level
- A client demands better quality, flow, or uniqueness of your work
- Your team or project needs an infusion of creativity

### **The Process**

#### **Assessment**

Every project, every team and every organization is different. Each consultation begins with assessments: Meeting People, seeing projects and systems. Witnessing the teamwork and workflow first hand. Setting team expectations.

Gauging strengths and weaknesses of the team's work, their projects. Recognizing areas for growth.

Who is doing well and who needs improvement? In what areas.

What programs and equipment are helping production and creativity?

What might be slowing things down? Hurting efficiency.

Are people being inspired and pushed by each other to continually grow? Where from?

### **What's Next?**

## **Organizational Consulting**

After an assessment, Langefels will do on site training and seminars within the organization from a post production perspective. This can take 1-3 days and some preparation time.

## **Project Consultation**

Got a problem, call the Hitman!

Known in the past as “The Hitman.” Langefels is often called to solve difficult problems on very high profile projects that need to succeed, or else! Failure to produce for major sports properties during national events has huge consequences for people in principal positions. Langefels has a proven track record of carrying projects and their producers to the top! If you find your project is in jeopardy, call the Hitman!

### **Remote Consultation**

Helping through remote systems can be highly effective for specific projects or overall project creation.

Meeting with an editor or team of editors about a specific project over zoom can solve big problems in minutes!

### **How this is done**

- Offering team guidance on a giant project with multiple editors.

- Dividing up work and organizing media for efficiency.
- keeping the project lean and mean for speed.
- Making it as creative as possible while meeting that crucial deadline.
- Using Langefels' experience and extensive knowledge to refine skills, processes, ect

### **Team Consultation**

Having issues with a specific post production team?

Do they need training in a specific skill set such as audience immersion?

Are they having trouble meeting quality goals?

These are issues Langefels can assess and handle promptly and professionally.

### **Training can be done remotely or in person.**

#### **Remote training, the quick and precise approach.**

think of it as putting the last piece in a puzzle or the steadfast, dexterous hand of a surgeon.

When you need to make a project great in a short time.

#### **In Person, for ambiguous, obscure headaches**

If your team needs a creative boost, and you have a big project that has to be incredible.

Langefels can train the team with the skills necessary for success.

### **Establish your project, team, or organization as one of the best by consulting Brett Langefels**

"After winning many, many awards I have learned that a great idea is only an idea, it has to be executed in a way that doesn't just fit the bill, it has to touch the soul."

**Contact here**

**Equipment**

