

Approximate Transcript of Podcast- Top Three Secrets for my Success.

Welcome to the Start a Video Business, Make Money in Corporate Video Podcast!

The ONLY podcast dedicated to helping you to make money producing video.

I am your host, Aaron Thomas, owner of Your World Productions Inc.

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Today I'm going to talk about the top three things that led to my video business' success in 2013.

Let's get right to it.

Here are the three things that led to my success in reverse order:

### 3.Repeat customers

Revenue from repeat customers made up about 65% of my revenue in 2013. Some years it's been well over 80%.

Repeat customers are great because they validate that you are providing value to them.

It is 20 times easier to get an existing client to buy from you again - than for someone who has not purchased from you to buy from you.

What's cool is that I've booked jobs of \$4k, \$5k, and even over \$20k all by email from existing clients.

You tend to get "non-competitive" jobs from existing clients...which means that you don't have to bid against other production companies.

Plus, repeat client are often easier to work with...you know them, and they know you.

I love it when I walk through the door and am greeted by a hug or someone yelling "Aaron!"

Having repeat clients often leads to what I call the "can ya's".

That's when your client asks "hey can you do this or that?"

From time to time you'll have opportunities to do things that you normally don't offer as services, and can make good money doing them.

For an example, I've done still photography for medical devices and have raked in a total of well over \$10,000.

I've made \$8,500 in one day by doing teleprompting from hand written text. We're the only company I know of that has ever done that. I had to figure out how to do it, and make it work quickly and effectively.

## 2. Systematizing of my business

I have a system for automatic lead generation. This saves me time to work on other areas of my business, or to take time off.

I trust my automatic lead generation system, and it works. I don't spend any time looking for customers, but have customers looking for me.

I have a system for booking jobs. It saves me time and effort. It also makes things easier for my customers.

I have a system for working with my freelancers. My equipment is standardized. This allows me and my freelancers to communicate and be on the same page.

I also know exactly what is needed for each job.

Because of this I'm able to book a lot of smaller revenue jobs between \$525 to \$2,000, not be at those jobs, and still make a good profit from them.

My customers will have know what to expect and have a similar experience every time.

## 1. Planning for a great year

I came into the year with a goal of working on two major things. One was to have reoccurring income from videos I produced. That didn't come to fruition.

The second goal was to grow my teleprompter rental services. That goal did come to fruition. I grew my teleprompter services to a point where for the first time in my business my teleprompter revenue exceeded my production revenue.

This was great, because it allowed me to reproduce myself easier than with any other service my business offered.

Which translated to more bookings and less field work for me.

Just a few years ago I would have thought this would not be possible...but it became possible because I planned and did the things necessary to make it possible.

I increased my marketing, purchased new equipment and software, got a business coach for my teleprompter services, and focused on giving my customers a great experience.

What is the take away for you? You can orchestrate your business' sucess by developing a deeper relationship with your customers & giving them reasons to use you again, and to think about using you first when they need other related services.

By systemizing your business and finding ways to duplicate yourself you can leverage your time profitably.

And by planning your steps and focusing on one step at a time, you can make your business more profitable.

There is a saying that goes "where focus goes, energy flows."

I really believe in that statement. When you focus on one aspect of your business, you get positive results, which can propel your business forward in ways you had not imagined.

Bonus. Prayer. This is really the number one contributor to my success by far...but is the last thing that most people want to hear about.

I encourage you to pray and to ask God, the creator of the heavens and the earth, to help you in your business.

As a recap, the top 3 things that contributed to my business' success in 2013 were:

3. Repeat customers
  2. Systematizing of my business
  1. Planning for a great year
- And my real #1 secret is my relationship with God.

That concludes this episode.

If this podcast has provided value to you, I'd like to ask a favor. Please go into the iTunes store, search for "Start a Video Business", select the podcast, and write a review. Please do this now.

I'd really appreciate it. It will encourage me to continue doing this podcast.

On the next episode, I'm going to talk about my top three failures I had in 2013.

Thank you for listening!  
Until next time, I wish you success in your video business.