

# Personalized Webcast Instructions

## Tips for setting up your Personalized Webcast Video -

Your opening and closing video/audio shots that you create on your own (1 minute max each is preferable) will bookend the webcast presentation that I have already completed. The presentation slides that I use are attached to this email. When we take your personalized opening and closing and edit it into the rest of the presentation it will look seamless and the finished product will be yours to use with your prospects. The personalized webcast can be used as the 3rd step in the sales process.

Here are a few thoughts to consider to get the most out of your PWC (Personalized Webcast).

1. Make sure the lighting is good and you are standing in front of a good backdrop, not a plain white wall - textures are better. If you have natural light, like a window, take your video so that the natural light is shining on your face, not on your back.
2. Take a couple practice runs to ensure that the video and audio quality is the best it can be.
3. Keep it mind, It doesn't have to be perfect as this is a webcast you're sharing with your clients, not a polished video.
4. You don't need a tripod, but it would be best. You'll need to mount or place your Iphone 3-5 feet out in front of you for best results (see my picture below). You don't want any movement with the camera since we are going for a Webinar look. If you use a tripod, you'll need to purchase an Iphone/camera adapter - See below.



5. You'll also need a tripod mount - Below is an example of one. You'll need to make sure your mount fits your tripod as some are different.



6. Shoot your video in Landscape mode, not portrait mode. This way it will fill up the entire screen on the Webinar. Once your camera and tripod are set up you'll want to center your body to the screen and make sure your head is in the top third of the frame (see my picture below).



7. When recording your opening and closing be yourself, making sure you show energy and excitement during your recording. This is **your** webcast. You are the host so it should feel welcoming and engaging. Tell a quick story if you feel like it relating to Life Settlements. Possibly explain why or how you got involved. Then when you're done warming up your viewers, introduce me. Something like, "**now I'd like introduce my special guest today. He is the Chief Marketing Officer and Senior Partner of ASR Alternative Investments. ASR has specialized in the Life Settlements for over 12 years now and I thought it would great if Tim came on today's webcast and gave us some additional insight on what ASR does in the life settlements space**". Please try not to sound scripted as it doesn't have to be said like this, just something similar to introduce me.
8. When you're recording, please look into to the camera for at least 5 seconds at the beginning and ending of each recording. This will help us in the editing process.
9. **Email or text** me the final version that you like the most. Play it back to make sure you like it. If you don't, shoot it again. Also, make sure the opening and closing are sent to me in 2 separate files.
10. Once I receive it, I will edit your webcast and get the finished product back to you right away.

Lastly, please send us your Logo you'd like to use at the beginning and ending of your personalized Webcast. Ideally, this should be in a PNG format, but JPEG will work too. Also, let us know what your title is, this will be used at the beginning and end of your video.

Thank you!