



PRACTICE VIDEOGRAPHY

TLC COACHING

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DESCRIPTION:

- Designed by Anthony DePice, recent UCLA Film School graduate and son of Drs. Dean and Jen
- Work consists of video, image, and audio design producing marketing and testimonial films for you, and educational, empowering films for your TLC community.
- Anthony will travel to your practice, using his cinematographic skillset to intuit the nature of your team, your practice, and your locale in order to broadcast your value.

VISION:

To connect holistically, wholeheartedly with TLC practices: patients, CAs, doctors, and the spaces and places in which they work and play. Out of that connection, to evoke a faithful embodiment of the practice for their use and ours. The function of this is service then is twofold: education and marketing, for practices and TLC. Ultimately, we want to help practices better serve their distinct layered communities in ways that are meaningful to them locally. We want their neighbors to know what they are all about, how much love they have to give, how much healing they can help people's bodies unleash, how much joy that means for these people.

OBJECTIVES:

- Patient perspectives
- Team perspectives
- Practice flavor
- Local flavor

GOALS:

Marketing films & Testimonial films for Practice, Educational, Inspiring films for TLC Community

SOLUTION:

Anthony travels to Practice with equipment, spending a day intimately observing and interacting with your team, patients, and neighborhood, to properly pay homage to and express the unique, distinct character and quality your office brings to the locale in which it operates.

Project Outline

- Request for Service
- Travel & Film Shooting
- Editing Footage
- Digital Delivery of Content

INVESTMENT:

A brief summary of what we need from you to serve you best:

As this is the inception of this TLC service, we want to make it as accessible as possible.

To that end, throughout the limited inception period, the only investments we are asking for from you will be to handle my travel and lodging (if applicable).

ELEMENTS	INVESTMENT
Travel	Varies
Lodging	Varies
Fee	\$1000 (24 hours - 12 hours traveling & recording footage - 12 hours editing)
TOTAL	