

**RICHTER**

# **Richter Agency Partner Training**

The Quick Start Guide To Selling  
World-Class Video To Your Clients

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# Welcome

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Welcome to the Richter agency partner program! This PDF will explain what we offer and how we will deliver it to your clients.

We've delivered over 4000 videos to everyone from startups and non-profits to the Fortune 100.

Our exceptional creative team will take fantastic care of your clients and deliver an experience and a finished video that they'll love.

Our process is streamlined and simple. Engaging in a creative project can often be a nightmare for busy executives. Not at Richter.

Our process makes our clients feel heard and involved, while taking all the heavy lifting off their shoulders.

Our videos are designed to do one thing: genuinely communicate to the intended audience.

We're not selling video. We're selling effective communication that will improve our client's bottom line.

We're so glad you've decided to join our video reselling team. Welcome aboard!

## Section 1

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# Video Value Proposition

What makes Richter videos different?

# Copy

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We don't write catchy ad copy full of buzzwords and industry lingo.

We can take any topic, no matter how technical, dry, or unusual, and communicate it concisely and clearly, in a conversational manner that the intended audience will appreciate and actively respond to. People want to be spoken to the way they speak themselves. That approach creates a sincere, helpful communication that really connects because people like to receive it.

Whether read aloud as a voiceover or appearing as text on screen, a script written the Richter way is the foundation for a video that doesn't just look great, but gets real results from real people.

# Voiceover

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The same philosophy applies to how a script is read. Again, the keyword is “conversational”, because it conveys a message delivered exactly how the intended audience would like to hear it. Of course the delivery is professional, the recording excellent and the talent top-notch, but the intent behind the message is to relay it in conversational terms that create actual understanding in the viewing audience.

People no longer want to be advertised to or “sold” on anything. They want a sincere, helpful communication that speaks directly to their needs and wants. Our voiceovers are designed specifically to ensure that the viewer doesn’t dismiss it as an advertisement or sales pitch, but rather engages fully with it because they know it contains information they will find helpful and informative, information tailor made for them.

# Visuals

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They key elements of Richter video visuals? Simplicity and precision - a clean and uncluttered representation of what's being said.

Most Richter videos are viewed online and are therefore being viewed on smaller screens on mobile devices or on video players the size of youtube or vimeo.com. Because of this it's especially important to keep the visuals simple and engaging. It's much better to be creative in showing one visual element that truly supports what the voiceover is saying, for instance, rather than clutter the screen with so much information that the audience becomes overwhelmed or confused or distracted.

## Section 2

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# Styles of Video

### **Get to know your product.**

In this section, you'll become familiar with our video styles  
and what makes each one unique.

# Animated

# Text Onscreen

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This is the style most people think of when they think of traditional animated “explainer” videos.

Examples:

<http://vimeopro.com/richter10point2/motion-graphics>

Text on screen is especially effective for trade shows and other live presentations where sound may or may not be included.

Examples: <http://vimeopro.com/richter10point2/kinetic-text>



# Whiteboard Live

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We offer an unusually wide variety of whiteboard styles.

Examples: <http://vimeopro.com/richter10point2/whiteboard>

For live projects, Richter sends a videographer with all necessary camera and audio equipment to get top quality HD footage of a client's facility and people, up to three individual interviews per day. This footage is then edited (sometimes including some animation) to completion.

Examples: <http://vimeopro.com/richter10point2/live-shoot>

## Section 3

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# Video Pricing

### Let's talk money.

As a Richter agency partner, you receive Richter video production for a reduced rate not available to anyone else and then sell it to your clients at whatever price you prefer. Here's how it works.

# Pricing

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## **ANIMATED VIDEOS**

60 second video: \$3,000

90 second video: \$4,000

2 minute video: \$5,000

If a client wants a video longer than two minutes the fee is \$2,500 per additional minute, rounded up to the nearest minute, meaning a video that is 2:20 is the same price (\$7,500) as a video that is 2:59.

## **LIVE SHOOT VIDEOS**

For live shoots, the price includes a 1 shoot day at a single physical location, plus a final edited video up to two minutes in length: \$9,000

Additional minutes of video: \$2,000

Additional Shoot Days: \$2,500

This includes animation if needed as well.

## Section 4

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# The Video Production Process

**How the magic happens.**

Our production process is streamlined, effective and simple. In this section, you'll learn exactly how it works.

# Making a Video

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While our video production process is simple and streamlined, it's vital that you know it well enough to answer questions, and ensure you're selling exactly what will be delivered.

A SUCCESSFUL SALESPERSON IS ONE WHO HAS THE KNOWLEDGE NECESSARY TO CONTROL A SALES CYCLE AND TAKE RESPONSIBILITY FOR WHAT IS PROMISED AND SOLD.

What this means is that if you know what you're talking about, you can answer questions confidently and accurately, knowing that what you say can be easily backed up by the production team because it's what they're actually delivering on a daily basis.

If you aren't sure of the process, you appear uncertain or give incorrect answers. A client could move all the way through to delivery with a false idea or expectation that has to be straightened out, resulting in a totally unnecessary upset and potential financial loss.

With this in mind, let's go over our production process in detail.

1. Once a video is sold, your first action will be to complete a Sale Report Form and send it to the Video Production Director, the person in charge of the entire creative process and your client's main contact during production. This form provides our production team with all the necessary information to deliver what you have sold. It's *the* "hand-off" of your client and therefore must be thorough and accurate.
2. As a new project moves through the production process, the Video Production Director assigns a copywriter, voiceover artist (for projects that include a voiceover track), voiceover editor, illustrator (for whiteboard videos only) and animator to the project. For live shoots we assign a videographer and editor as well.
3. If the client requested a specific type of voiceover (gender, accent, style, etc), the Sale Report Form should include the detailed information needed to ensure the correct personnel are assigned. If the client likes a particular style of video or a specific example, this should also be included in the Sale Report.

4. The client will interact directly with the copywriter, illustrator (for whiteboard) and animator (and videographer and editor for live shoots), as well as the Video Production Director as needed.
5. The Video Production Director will welcome the client, explain the process and introduce them to their copywriter via a standard welcome email.
6. The copywriter then opens the dialogue with the client to collect the necessary information to create the script.
7. Typically, the first step in this process is for the client to fill out our simple, proprietary questionnaire. This questionnaire, when filled out correctly, usually gives all the information necessary for an effective script to be written.
8. Once the questionnaire is filled out, any further coordination necessary is done via a phone call between the copywriter and the client.
9. The copywriter creates a first draft of the script that is the correct length for the purchased video. **This is calculated based on 150 words of script per minute of visuals.** Sticking to the exact length of the video is vital to our process and profitability. So a one minute video is 150 words, a 90 second video is 225 words and a 2 minute video is 300 words.
10. The client then reviews and either approves the script or submits edits. As part of the service agreement, 2 rounds of script edits are included.
11. The copywriter submits an edited script per the requested edits as needed. The client now has one more chance to submit changes if requested.
12. A final, approved version of the script should now be complete based on the second round of client feedback. However, if the client still has major edits to make after 2 rounds, we charge a \$200 fee for each additional round of edits. This is almost never necessary and is mainly a method to keep the client focused to ensure the project continues moving forward standardly.
13. Once the script is approved, the Video Production Director helps the client choose a voiceover artist and animation style. The script is then sent to the assigned voiceover artist. For projects that are "text on screen" this step is skipped as it's unnecessary. Once the voiceover artist has recorded their audio it is uploaded to our project management platform for editing. This process happens out of sight of the client. Voiceovers sometimes sound unusual by themselves because they contain long pauses to allow for correct timing of the visual animation, but they sound exactly the way they should in context with the video. We therefore don't share the voiceover with the client unless they specifically request it, which is rare. If they have major concerns about the voiceover once they've seen their first video draft, we then immediately handle their concerns fully at that time. Once the voiceover has been edited by our voiceover editor to ensure it's flawless, the animator will receive a notification and be able to download the final audio and the script to begin working on the project.
14. The client is introduced to the animator by the Video Production Director. The animator is now the contact point for the client and they schedule a discovery call to go over the creative direction of the visuals for the video to be made.

15. In the case of a whiteboard video, the first visual step is done with the illustrator. The illustration sequence is run exactly the same as in animation, with the exception that individual illustrations are being created and approved. The whiteboard project then moves to an animator who animates the illustrations into a completed video.
  - If the client is unhappy with their 20 second preview for any reason, it's much easier to make corrections or even start from scratch because we have not spent many hours creating a full draft.
16. A discovery call usually happens so the animator can collect all visual material needed from the client. This includes a high resolution logo and anything else the animator and the client agree may be helpful, such as photos or video of facilities, people and products.
17. A 20 second video preview is created. This is simply the first 20 seconds of the video animated fully. At Richter, this step takes the place of "storyboarding" for a few reasons:
  - The work put in on storyboard slides does not translate into animation. This means any time spent on creating those slides has to be spent again in creating the corresponding animation once the storyboard is approved.
  - The message of the video is already approved with the script, so the purpose of a preview is to approve the general style and visual concept of the video. The broad-strokes decisions such as fonts, color palette, animation style, etc. are made in this step. For this purpose, a 20 second preview provides a dynamic, real example of the final video product and is therefore a better way to judge these elements than a static storyboard which often does not show the animation concepts in a way the client can easily understand.
18. Once the client has reviewed and given notes on the 20 second preview, the animator creates a first full draft of the video and submits it to the client for another round of review and feedback.
19. Upon receipt of this draft, the client submits feedback per the standard "2 rounds" editing policy, meaning one round of feedback after the first draft, and a second round of final feedback after the second draft so the animator can deliver a final draft for download.
20. Once the final video is approved, the animator provides a link to download the final video. If the client requests additional edits at this stage, we charge them a \$200 fee per round of edits above the standard included number. It's important to note that if the client requests a change to the script that would affect the voiceover, there is a separate \$200 fee to cover the cost of re-recording and editing the revised voiceover.
21. The project is then considered complete. The salesperson is alerted to follow up.

# A Note on Edits

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Richter's policy on script, illustration and animation edits is simple and standard: 2 rounds of feedback and revision are included and any revision thereafter will incur a \$200 fee.

However in practice, for the sake of client relations and speed of delivery, any small final changes after the second round of edits are often made free of charge.

This is especially true of scripting, because making changes to a written script, especially small tweaks, can be a very fast back and forth process. Changes to voiceover or animation can take hours or even days and so we are extremely stringent about keeping to the standard two rounds of edits for those steps of the process.

Whether or not to assess the fee is at the discretion of the Video Production Director and is not a carrot to be offered in a sales setting. This isn't ever to be communicated to the client as, "I know it says 2 rounds, but it's really as long as you want." The agreement is 2 rounds of edits only. Deviating from this in the past has caused projects to grind on indefinitely.



# Live Video

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The process for live video is virtually identical to the steps outlined above. Once the approved script is written, the client will work with a videographer who will discuss the live shoot and then make arrangements to arrive on site the day of the shoot. It's vitally important to note that our standard live video pricing covers a one day, one location shoot with up to three individual on camera interviews plus b-roll footage of the facility. If the shoot needs to cover more than this, it needs to be custom quoted to ensure the budget will cover the shoot.

Once the live shoot has been completed, the client will work with a video editor for the standard "2 rounds" editing process. We can also add short segments of animation to our live shoots if needed but most clients don't request this.

One special note on live shoot scripting is that some clients prefer to have bullet point style notes only rather than a set script for people to memorize or recite verbatim. Each live shoot is unique and the copywriter, videographer and video editor will work with each client as needed to ensure the best possible finished product that still reflects Richter's successful formula for videos.

## Section 5

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# Coordinating with Richter

### **Get your videos smoothly into production.**

You've sold a video project and want to get it produced quickly and smoothly. If you follow the guidelines in this section, we'll be able to take great care of you and your client every time.

# Contracts

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As an agency partner, you will be given templates for two different contracts: one for animated video production and another for live shoot videos.

These contracts cover every detail of the production process and what will be delivered. You may not change them.

The only elements of the contract you need to change for each new deal are:

1. The first page, to address the contract to your prospect.
2. The payment terms on the final page, where you will add the specific details of the deal at hand.

On the first page, you'll update the client company name, contact name, job title and email to address your prospect.

Under the Payment Terms section on the final page of the contract, you will set out the specific terms of the agreement by delineating how many videos are being made, and of what length. Finally, you'll add the total price for this work.

It's that simple. Altering any other part of the proposal will render it void with Richter, and you will need to get an unaltered contract signed before the project can begin.

# Collecting Money

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In the agency partner relationship, you are purchasing a video from Richter at a reduced rate, and selling it at a markup to your clients.

**As such, Richter will collect in full for each video made, from you as the agency partner, before production begins.**

How you collect money is, ultimately, up to how you structure your business. Collecting money in full, up front is recommended.

Based on selling many thousands of videos to clients all over the globe, here are a few recommendations for running things smoothly:

1. Workable payment methods from your client may include credit card, wire transfer or check, in that order.
2. No matter how your clients pay, you should have a credit card on file. This is by far the best way to collect payment, and it is useful should your client require additional edit fees.
3. Ensure you are selling to clients that are qualified to contract your services. Every business needs video and there is no shortage of companies that can afford our work.
4. If you find yourself unable to collect money up front from qualified prospects, the problem is that they are not fully sold. It is *not* the money. Unusual solutions like fronting money, or agreeing to odd payment terms are not a solution. Understand that video is an investment that will generate money for them, and build confidence until they pay on the correct terms.

## Section 6

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# Summary

### **What you really need to know.**

By now, we've covered the fundamentals of success for selling video. In this final section, we'll recap and send you on your way.

# Summary

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Congratulations! You've made it to the final section of your Richter agency partner training. We've covered every aspect of what you need to succeed, from value proposition, to how our videos are made.

Here's an overview of what you really need to remember from each section:

## **Section 1: Video Value Proposition**

- Copy that is tailored to a specific target audience, with the purpose of driving sales and understanding.
- Voiceovers done in a conversational style that talks *to* the audience, not at them.
- Always custom, world-class visuals by a team of the very best creative professionals.

## **Section 2: Styles of Video**

- Custom 2D animation that is an excellent way to convey any value proposition.
- Text Onscreen videos perfect for live presentations like trade shows.
- Whiteboard animation style, featuring custom illustrations that are animated into a dynamic presentation.
- Live, one day, one location shoot videos that include a videographer and live footage editor.

## **Section 3: Video Pricing**

- As an agency partner, you will receive standard, reduced pricing for all of Richter's video services. You will then sell these at a marked up rate of your own choosing to your prospects.

## **Section 4: The Video Production Process**

- Richter's video production process is divided into three steps: script, voiceover and visuals. One is completed before the next is begun.
- We do not storyboard our videos, but rather create a 20 second animated preview.
- On script and visual drafts, the prospect gets 2 rounds of feedback and revision. Additional changes require a \$200 fee.

## **Section 5: Coordinating with Richter**

- You will be provided proposal templates for animated and live videos. You are only to change the contact info on the front page, and the video amounts and cost in the payment terms section.
- Richter will collect money up front from you before beginning each project.

Selling video is simple and there is an enormous demand for effective video production. Ensure that you're promoting to qualified prospects who can afford our services and care enough to sell them a solution that will help their business boom. Video works. You have all of us at Richter behind you to help make your success a reality. Let's get started!