

# ***VISUAL MARKETING MADE EASY***

Learn to create branded graphics + videos for your business

{“ALL THE STUFF” CHECKLISTS}



**Bright Spark Media**  
Get people  *talking*  about your business

## All The Stuff Checklist (part 1)

You will need these items right from the start of the VMME bootcamp



**Commitment** to working 2-4 hours per wk on the Visual Marketing Made Easy course – watching videos and completing action steps



Good **internet** connection to watch videos and download files



Your **logo** (jpg or png file format), your **font** and company **colours** (if you had this done professionally, ask your graphic designer to provide you with files, colours and font names)



**PowerPoint** (part of Microsoft Office Suite, along with Word and Excel) or get 1 month free trial or download the shareware version of PowerPoint called Impress (part of OpenOffice Suite)

## All The Stuff Checklist (part 2)

I will discuss and demonstrate these tools and resources in more detail during the upcoming training modules. You may not need or want to use everything on this list (ie webcam).



**Camera** – can be your mobile phone, compact digital camera, D-SLR



**Video camera** – can be your mobile phone, compact digital camera, D-SLR, video camera



**Mini tripod** – if you are recording your videos by yourself, indoors or outdoors. I recommend and use Gorillapod with the phone adapter head, approx \$40.



**Webcam** – for training videos, or to do online consulting and Google Hangouts - webcams usually come standard with your laptop or desktop computer, tablet or stand-alone webcam. Most newer laptops and computers now come with a webcam; otherwise you can buy one for under \$50. {Depending on the video format you choose, you might only need your mobile phone. You will need a webcam for our Google Hangout online call (the bonus Q+A session in week 4).}



### **Screencapture software**

- iMovie – Mac (free, part of your computer system)
- Jing – by Techsmith (free to record 15 min videos, and do screenshots)
- Screenflow (for Mac) - \$97
- Camtasia (for PC or Mac) - \$97-\$297 depending on whether you get pro license or stock photos, video clips and music
- Screencast-o-matic (free) <http://screencast-o-matic.com/>