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Geoff Anderson

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In 2012, video accounted for 34% of internet traffic. In 2014 it will be 90%. This book outlines how to make videos that stand out from the noise and what types of productions are most suited to you and your business. Online video is here to stay and if you are serious about being in business you need to be watched and be watchable. With online video you only have a few seconds to grab the attention of your audience. And once you have their attention how do you maintain it and convert that interest into business for you?
Shoot Me Now covers how to prepare and plan your video, how to efficiently produce it, the traps to avoid, what types of videos are best suited for your needs, how to distribute your video and how to look like a million dollars without spending it.

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