

WELCOME



 Video Production+

ZERO  
*To*  
HERO

A VIDEO PRODUCTION  
JOURNEY  
BY JACK COLE



# CHAPTER 0

## INTRODUCTION

My name's Jack Cole and I'm a full-time video creator. I've been making my mark in this industry since I was 18, and I'm here to share my story with you.

In this e-book, I'm going to break down my journey and share the essential tips and advice I've learnt along the way. We'll cover my early days in video, how I got started, how I built up my clientele and also share a handful of lessons from not only my journey but some of the other creatives I came up with as well. Without further ado, lets get into it!

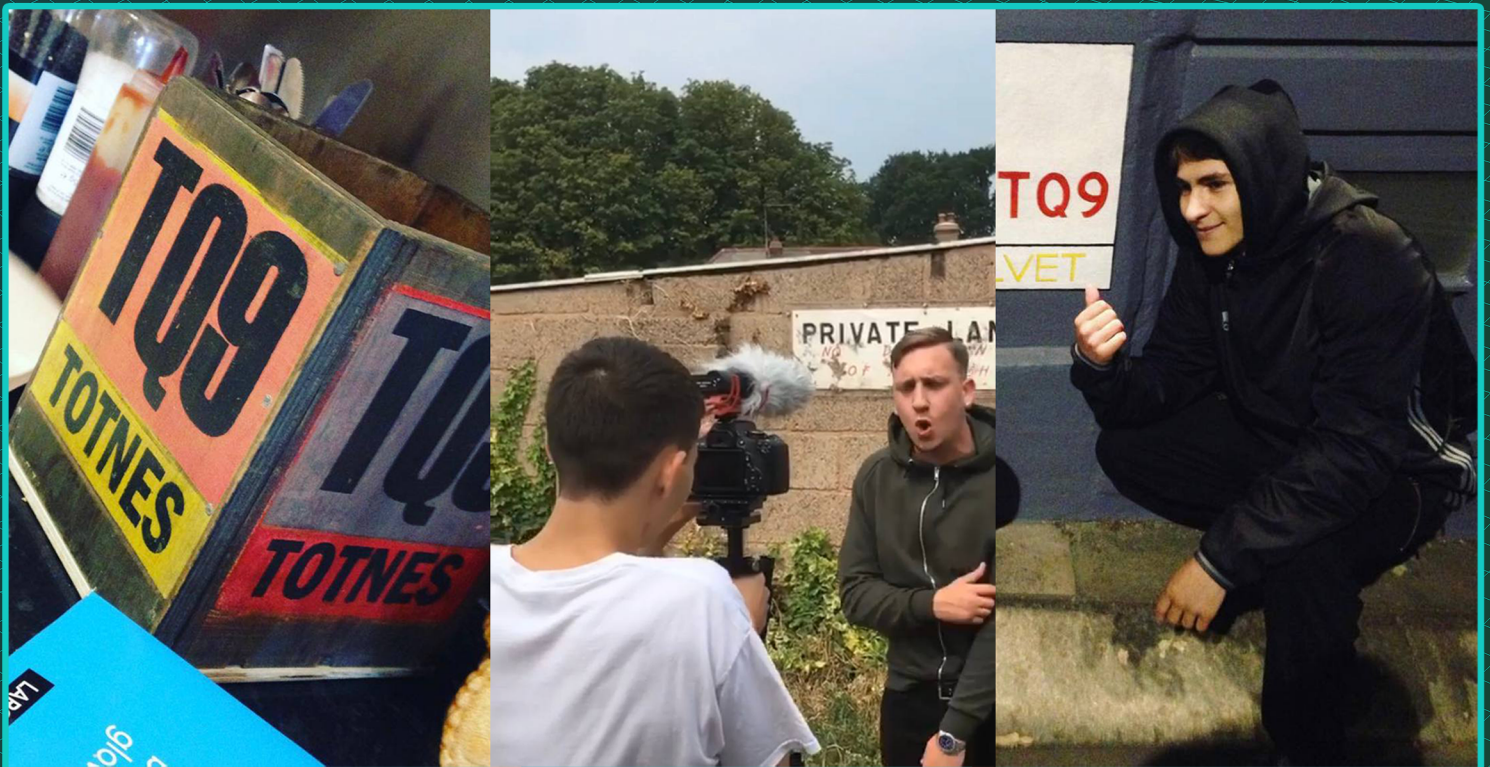




# CHAPTER 1

## Your First Camera

I'd shot, edited and publically released over 100+ videos before I even owned a camera... but how did I do it? When I was a kid, I was always interested in creative stuff and would often borrow my Mom's little photo camera to make videos with my brother or friends. The quality was bad... very bad, but the passion was clearly there. My first official introduction to video production wasn't until 2016 when I started to take it more seriously. I started a community Rap channel called TQ9TV with a few of my friends from school. You can look it up on YouTube, it's still live. Over about 6 months we shot 50 different music videos for various rappers around our area. I did not own a camera. We used our friend Noah's Canon 600D. The quality was budget as hell, but it did the trick! It was through this experience that I learnt the foundations of a camera, such as frame rate, shutter speed and aperture, and I was able to develop my skills in video production... Before I even owned a camera of my own.





In 2017, I decided to take my video production to the next level and turned TQ9TV into TQ9MEDIA. I changed the name and again with Noah's Canon 600D, started shooting nightclubs and live events for promoters. That year me and Noah went all around the UK, shooting nightclubs in dodgy little basement venues all the way up to shooting some of the most Luxurious nightclubs in the country, located in prestigious Mayfair London. We shot 25 events that year entirely on Noah's Canon 600D. This enabled me to learn even more and gain added experience in the field. It also allowed me to make some money from shooting these events, which I eventually used to buy my own camera, a Sony a6300. From then on, I was able to take my video production skills to an even higher level.

Canon 600D



Sony A6300



In your early days, you should be shooting as much content as possible and constantly practicing your craft. Practice makes perfect and that saying is no less true when applied to video production as it is to the rest of life. Don't put too much thought into finding the 'perfect video' to create or worrying about the quality etc, just focus on consistently creating content and slowly improving. After you have built up your skills, you can then start to look for the next piece of equipment to improve the quality of your video production, such as a gimbal or a new lens. Finally, it is important to keep learning and advancing your skills by watching tutorials, reading advice from experienced video producers, and practice, practice, practice!



If you can, I would also recommend looking for relationships where you can partner with someone who doesn't necessarily have the same skills, where you both bring something unique to the table. For example, I was great at bringing in clients but had no camera to shoot them. Noah had a camera, but wasn't getting any clients... It was a perfect match. This type of collaboration can be incredibly beneficial and it helped me to build up my skills a lot during the process and enabled me to learn the basics of video production and get a load of first hand experience before I would eventually get my own kit.



# KEY TAKEAWAYS



**Get your hands on a camera by any means necessary, even if that means you'll need to make use of somebody else's kit to start.**



**Start by learning the foundations of a camera such as frame rate, shutter speed and aperture.**



**Practice as much as possible with the camera and gain experience in the field.**



**Look for the next piece of equipment to improve production quality. (gimbal etc.)**



**Keep learning and advancing your skills by watching tutorials and reading advice from experienced video producers.**



**Look for collaborations with someone who has different skills so you both bring something unique.**



# CHAPTER 2

## Going Freelance VS Working for a Production Company

So, you've got your first camera or have struck up a deal with a friend or relative to get their equipment into your hands - now what? Are you going to blaze your own path through the competitive freelance scene with an iron will? Or does that sound a bit daunting, and instead, do you see yourself settling into a cosy in-house video editor position at a production company or a creative agency? Let's break down the difference, and continue sharing some context from the story of Jack and Noah.

As Noah and I progressed in our video careers, we took different paths that suited our distinct personalities and characters. I chose to remain an independent freelancer, providing both remote video editing services online and videography services. Meanwhile, Noah joined a prominent agency in London, preferring the infrastructure of an organisation, as well as the ease of having work delivered to him without having to actively seek out clients.





## *So, Freelance or In House/Agency?*

*Let's break down the core PROS & CONS to both of our paths.*

Firstly, working for yourself allows you to take control of your time and create a schedule that works best for you, so you can work when you're most productive and motivated. You create your own schedule. Working for yourself also means that you don't have to report to someone else. Apart from your clients of course.

There is also (in theory) no cap on your earning potential. For example in the first 1-2 years in freelance i doubled my income year on year. Working for yourself means that you can (again, in theory) make as much as you want. You are not limited to a certain amount of pay, but instead are free to set your own rates and negotiate with clients as you see fit.

People working at a job rarely double their income year on year, so if you're looking for exponential growth in your income, it's not likely to be found there.





Working at an organisation or agency provides a sense of security and paid sick days, and offers the opportunity to collaborate with colleagues. Additionally, agencies have much greater resources and a larger network than working independently, which often leads to more high-profile clients and projects. For example, although I was fortunate to have had the chance to shoot content for notable artists like Future, Tyga, A\$AP Ferg, Nelly, and Fat Joe, that was only a fraction of the prestigious clients and celebrities Noah encountered when working for a large creative agency.



To sum it up, working for yourself is ideal for those who are go-getters and have an entrepreneurial spirit. On the other hand, for some, a production company or creative agency may be a better fit. Ultimately, it is up to each individual to find what works best for them by experimenting, testing, and learning from their results. There are certain fundamentals that remain, however, the specifics can vary greatly from person to person.



# KEY TAKEAWAYS



**It is up to each individual to find what works best for them.**



**Working for yourself is best suited to the self motivated, go getter, entrepreneurial types.**



**Working for yourself allows for control of your time and schedule and no cap on earning potential.**



**Freelancing gives you the freedom to work remotely and set your own terms and rates.**



**Working for an organisation or agency provides a sense of security and stability as well as perks such as paid sick days like a traditional job.**



**Working for an agency or organisation can offer greater resources and access to more high-profile clients.**



**It is important to recognise your own strengths and weaknesses in order to determine which career path is best for you.**



# CHAPTER 3

## Starting Your Video Business

I was 18 when I officially started my video business, and I had to experiment with a variety of different projects before I started making significant money creating video content. This included things like music videos, promo videos, nightclub after movies, corporate explainers, cash cow content for youtube, food recipe videos, micro content for influencers, facebook ads... the list goes on and on.

Getting people involved in projects, especially if you're still young, is a great way to start. I used to recruit anyone who was keen to get involved and bring them out with me. Whether it was a music video, nightclub, business promo video or anything else, my early days in video were a collaborative effort! Even taking it back to TQ9TV for example, I was sitting around with my boys, likely bored out of our minds at 17 years old with nothing to do... so we decided to start shooting music videos for local rappers.

You're in a race to establish a track record and the video production game very much so gets 'greater later' as you establish a clientele and begin building stable income streams and a successful video business. You need a strong presentation of your work, be that a portfolio, video intro or even an instagram or landing page. A showcase of projects that communicates the value of your work and shows what you can do.





Free work can turn into paid work, so don't be afraid to put in the extra effort. With the right approach, you can get repeat business and residual videos. This reminds me of a story that happened to my friend, Dean Christopher, while he was on holiday in Ibiza. He saw an amazing hotel and proposed a video to the manager, who was over the moon. As a result, his whole family was able to stay there for free, while he filmed a promotional video for them. Apply this to myself even. The first nightclub after movie I ever filmed and edited was for FREE. And the second? £50... which I split 50/50 with Noah! £25 each for a shoot & edit! haha



The point is, I never focused on the money to start, I simply focused on building a track record and then showcasing that, at scale, to clients. At first, I would just film people I knew around the town, rappers etc. and the first few clubs I filmed were for friends of mine renting venues, hiring DJs and putting on local club nights. This got me samples and enough leverage to now go and reach out to larger clients and begin getting paid.



When approaching a client, make sure to talk about what you can do for them, and offer a sample video. Show them what you're capable of and how it can benefit their business. People take you more seriously when you've done it before, so make sure to get that one solid video that will get you more work. Don't be afraid to give away things for free (at the START!) and you'll be surprised at how much it can turn into!

# KEY TAKEAWAYS



**Experiment with different projects to start making money with video content. Niching down comes in handy, but at the start its experience that matters the most. Create, create, create.**



**Get people involved in projects and collaborate. This also makes things fun and interesting.**



**Show them what you've done rather than tell them what you can do AKA Build a strong track record and showcase your work in a portfolio or other presentation format.**



**Don't be afraid to do some initial work for free or discounted. It will help establish a track record and likely speed up the process of you eventually getting paid for your work.**



# CHAPTER 4

## Growing Your Video Business

The key to growing a successful video business and succeeding as a full-time video creator, for me at least, was to identify all the possible income streams. For me, these were freelance video editing, freelance videography, and YouTube. I knew that if I was ever going to make any significant money from YouTube it would come later, so I focused on the first two to make money quickly. This enabled me to become a full-time video creator relatively easily.

It's important to note that the main source of income has varied over the years but having Multiple Sources of Income (M.S.I.) enabled me to always keep steady income coming through the door. One month, remote video editing online would make me the most money, and the next month it might be videography. Over time, YouTube also grew to be a very significant revenue stream for me alongside the others. This is why I recommend exploring many possible income streams, rather than just focusing on one.

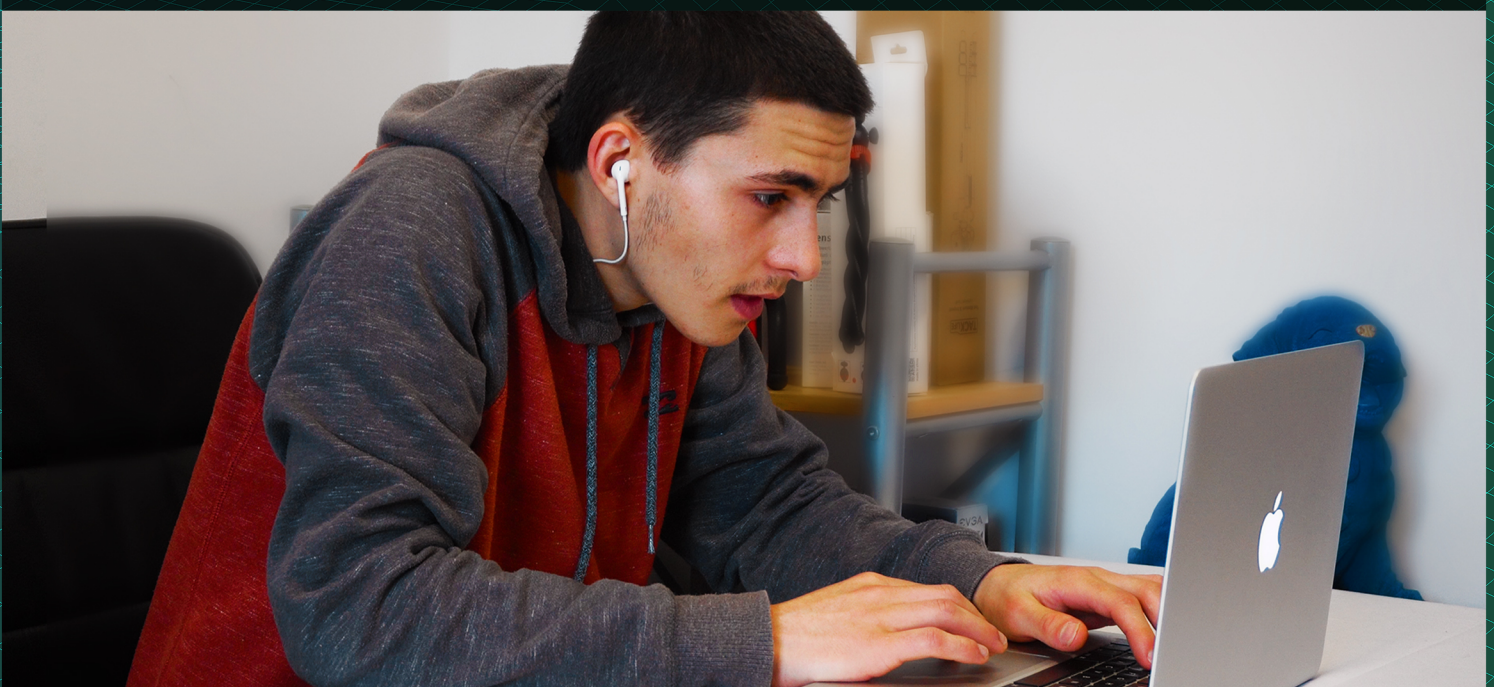




Another example of this I've seen video creators do is selling stock footage & creative assets on the internet. They either sell their own footage from shoots and projects as stock footage on a variety of different online websites, or if they are more talented in the editing department they might sell their own presets and templates.

All three of the industries I chose, Remote Video Editing, Videography and YouTube, were lucrative, so there is no need to limit yourself. This has enabled me to do all the things I love, such as video editing and videography, but also talk about it and create content about it on YouTube - and when all three of these income streams come together, it's an awesome business.

If you want to become a full-time video creator, the most important thing is to identify the income streams that will give you the most money quickly. For me, this was remote video editing through websites like Upwork. However, you still need to execute ruthlessly and be proactive in order to make the most of these opportunities. This means applying for jobs every day and building up a consistent clientele, rather than project hopping. *(As covered in 'Full Time Freelance')*





Videography is a bit harder as it requires you to tap into businesses or clients locally. However, once you've got your foot in the door and established your first few clients, it very much gets easier and easier. With enough dedication, you can make it work.

I'm living proof that it's possible to make a great living from video creation. As of writing this, I'm only 24 and I've been doing what I love for a living since I was 18. It's not easy, but it's definitely worth it if you have a passion for video creation.



I hope my story has inspired you to pursue your dream of becoming a full-time video creator. Don't be afraid to explore all the possible income streams and put in the hard work. With enough passion and consistency, you can make it happen. Good luck!



# KEY TAKEAWAYS



**Identify multiple income streams to become a full-time video creator.**



**Remote video editing is the most accessible as its a global online market.**



**Videography clients can be harder to land as they are local opportunities, but with enough dedication it can be done.**



**Execute ruthlessly and be proactive to make the most of these opportunities.**

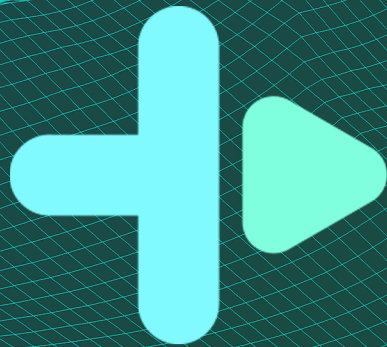


**Build up a consistent clientele, rather than project hopping.**



**It's more than possible to make a great living from video creation with enough passion and consistency.**





THANKS FOR  
READING