



Video Greeting Card

how it all works

Hi hello! Thank you for your interest in the Video Greeting Card. Your support means more to me than you know. I wanted to take a moment to go into more detail regarding each step, and how it all works. I'll do my best to cover everything, but please do not hesitate to reach out with any questions!

STEP 1: RECORD YOUR VIDEO MESSAGE(S)

These should be filmed landscape. For video file format .mp4 / .mov / .mpg / h.264 work best (or whatever format your phone records in!)

The video messages can consist of whatever you like. Some people simply chose to wish their loved ones well, while others have taken the opportunity to give a life update, or perform a song. It really is up to you. If you have several people sending in a video message, consider giving everyone a rough time limit. That way everyone gets similar screen time.

*NOTE: Not all videos need to have a message! For example if this is a special gift for your partner, and you'd rather just stick to clips of the both of you from your phone (the b-roll) - that's great! Let the video do the talking.

STEP 2: CHOOSE YOUR B-ROLL

These are the clips/photos I'll use to break up the video messages (or to follow your one video message if it's going to be short and sweet). They are usually from your phone. Unlike the video messages, these videos or photos can be either landscape or portrait - it doesn't matter!

I usually stylize these clips a bit to separate them from the messages. I either go for a retro VHS effect, or for an old 8mm film look. Let me know if you have a preference, or something else in mind and we'll talk!

STEP 3: SEND YOUR CLIPS IN

Once you've recorded and chosen all of your content - send them to me! I prefer Dropbox or WeTransfer, but if you have an alternative preferred method of delivery, do let me know! Dropbox is convenient because you can start sharing a folder with me, and then keep adding as video messages come in or if you find an old clip that you forgot about for b-roll. Just be sure to let me know when everything has been added. Alternatively, WeTransfer is a simple way for anyone to send footage - and you don't need to have an account to send up to 2 GB at a time - super user friendly. I use WeTransfer to send files weekly. Huge fan!

Whichever way you chose, share or send your content to solaycreativemedia@gmail.com

Let me know when you've sent everything so I can keep an eye out for it, and get started on your Virtual Greeting Card!

I hope that I've covered everything, but of course feel free to reach out to me with any questions! This is your special gift, and I'm here to do whatever I can to make it special.

Once again, thank you for your support. I hope to hear from you soon!

xx Sarah