

Guide to making a video for ThatTutorGuy.com's new ad featuring YOU!

What is it:

What better way for students to learn about our site than from our best fans? We are collecting video testimonials from students such as you that have been helped by the site and will be cutting them together into a new ad which will be played on YouTube. This will be shown to thousands of people which could be a good thing or a bad thing depending on your inclinations so consider yourself forewarned! (And we understand if you'd rather pass.)

What should you say in your video:

We are interested in capturing the personal details that communicate what is special about the site. We've put together a "script" that we think is flexible enough to capture those details and structured enough to get the footage we need.

You don't need to memorize anything but you should be looking at the camera while you speak instead of at a piece of paper so go as slow as you need to between questions. Long pauses are no problem for us as we can edit them out so you can keep the video rolling while you look at the paper in between responses. Or you can stop the video and submit the videos separately if you wish.

Be specific, sincere, engaging, and energetic! Smile!

1. Why were you looking for math help?

State: "I desperately needed help because I... **[fill in the blank]**"

Examples:

"...failed college algebra three times"
"...was about to fail out of college because of math...."
"...couldn't follow a word my math teacher was saying"
"...hadn't taken math in twenty years"

2. You found us!

State: ""And then I found that tutorguy.com"

3. How specifically did ThatTutorGuy help?

1 short sentence only, preferably starting with "I"

Examples:

"I improved my grade from a C+ to a B-"
"I passed college algebra and was able to graduate on time"
"I finally understood what the heck was going on in class and was much less stressed!"
"I finally got conic sections!"

4. What is your favorite thing about ThatTutorGuy?

Tell us your favorite thing or things about ThatTutorGuy! This is the part where you can adlib and put as much as you want.

Examples:

"I can watch the videos whenever I want"
"I totally get it when ThatTutorGuy explains it"
"Chris is funny!"

5. Some basics we need for the final advertisement

State: "I needed help in.... [fill in name of class]"

State (smiling!): That Tutor Guy

All together it looks like this

"I desperately needed help because I *failed college algebra three times*. And then I found thattutorguy.com. I *finally passed my class and was able to graduate on time*. I totally get it when Chris explains things to me...I even understand quadratic equations now!"

Pause or second video....

"I needed help in College Algebra"

"ThatTutorGuy"

Compensation:

If your video is used, we are offering a three month free subscription to the site to thank you for your video. This can be redeemed anytime so you can wait until you are back in class to start. You can also offer it to a friend and family member. When you want to redeem, just email Julie@thattutorguy and include your username and when you want to start. If you want to gift it, please send both your username and the contact email we should use to contact the recipient in order to set them up with their own account.

Technical tips for making a great video:

The video is intentionally "selfie" style so you don't need to worry too much about making it look professional. However, there are a few simple tips we've put together to make sure it is useable:

- Film a few seconds before and after you speak.
- Always film in a horizontal (widescreen) orientation.
- Keep direct eye contact with the camera.
- Make sure we can hear you. Speak loudly and clearly.
- No logos can be showing...this includes logos on t-shirts as well as anything in background or foreground (posters, logos on your computer, mugs on your desk)
- When shooting indoors, make sure to turn all the lights on.
- Don't tape in front a window with sunlight streaming in. This will cause silhouetting and we will be unable to see your face.

Release Form:

To complete the release form, print and complete it. You can then take a picture of it with your phone and email it back to us. We will also sign it and return to you via email.

To submit:

Email your release form to: Julie@thattutorguy.com

Transfer* your video or videos to Julie@thattutorguy.com using the file sharing site
<https://www.wetransfer.com/>

*Your video is most likely larger than most email providers allow. WeTransfer is easy to use and you don't have to create an account. They will send us a link to download the file that you upload.

IMPORTANT: If you do try and use the "send to" function on an iPhone (probably the one you usually use to post to Facebook or send videos to friends and family) it compresses the video so much we won't be able to use it. Instead, tap and hold the image until you see the options to "copy" or "hide". Select "copy" and then paste it into a new message using your normal email. This keeps the original resolution. If your email balks at the size, you'll need to put it on your computer and transfer it to us using the transfer site above.

THANK YOU!!