

Refocus: Cutting-Edge Strategies to Evolve Your Video Business

By Ron Dawson, Tasra Dawson

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Forewords by David Hebel, Founder & CEO, Digital Juice, Inc. and Steve Weiss, Partner, Zacuto

Do you want to stand out in today's competitive wedding, corporate, and event video markets? To be paid what you're worth for the creative work you produce? To find an extra two hours a day to pursue your passion? To get out from under the backlog of unfinished projects? If the answer is "yes," then this book was written for you. Read a few pages and you'll find the authors' unique approach to the business of video production is unlike what you've heard or read before. With good humor, practical advice, and a healthy dose of reality, Ron and Tasra Dawson show you how to get your business on track and transform it into the one of your dreams. The result is increased creativity, financial gain, less stress, and more time and energy to pursue the projects you are truly passionate about. You'll learn to:

- Reclaim 525 work hours per year with one simple strategy
- Implement action items you can use today to start getting paid what you're worth
- Assess and transform your current sales and marketing
- Design a powerful brand experience to amaze your clients and turn them into company evangelists
- Supercharge your marketing with social media like Twitter, Facebook, and blogs
- Break into commercial video production for year-round profits

You can also network and stay up-to-date at the companion Web site, bladeronner.com. Click the ReFocus link.

"Ron and Tasra will help you move mountains in your business." —Lance Gray, CEO, PixelPops Design, LLC

"I know how busy we all can get, but if you read this book and apply the information, it will turn your world around." —David Robin, David Robin Films

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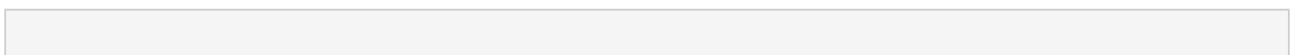
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Editorial Review

Review

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About the Author

Ron Dawson is President of Dare Dreamer Media, a new media marketing agency and production company whose clientele has included Apple, Adobe, Kodak, and Intuit. He is an international award-winning producer, two-time Videographer of the Year for his regional association, and twice named to the EventDV Top 25 most influential event video producers in the world. He writes a weekly blog about business and branding at bladeronner.com.

Tasra Dawson is an award-winning author who has reached billions of viewers internationally via appearances on NBC, ABC, Deeper Living, and Harvest TV . She is a driven entrepreneur who hosted a weekly online show, authored an award-winning book, trained corporate executives, and launched Dare Dreamer Press, all within the last five years. Prior to her position as Creative Director at Dare Dreamer Media, Tasra was a trainer, designer, writer, and project manager at Apple, Inc.

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