



# THE GREAT MEDIA

## *Services Packet*

*All work in this packet has been photographed,  
designed, and edited by Amadeus Fazier*

# TABLE OF CONTENTS

## *Monthly Services*

*/ Content Creation*

*/ Media and Communications*

## *Contracted Services*

*/ Digital Product Creation*

*/ Product Commercials and Digital Campaigns*

*/ Website and Landing Pages*

*/ Events and Conferences*



# THE PHILOSOPHY

## *Immortality.*

*I want to live forever.*

*Forgive me if this topic is too sensitive, but I'm actually fascinated by death. Each day we get a little closer to our demise; yet we become more conservative, more risk-averse, more comfortable with making 'safe' decisions.*

*We go through life as if we have....time.*

*See, the thought of death makes me clutch on to life. It ignites me to take ownership of each day, and use my God-given talents to create. To Build. To expand my world. Ultimately, to work my f\*ckin \*ss off so that when I leave this earth, my work will continue to live forever.*

*I want to be immortal.*

*And I don't mind if people don't remember me, my name, how I looked, or any of that years from now; That's fine. I believe in the message over than the man. And if you closely review my work, you'll see what I'm trying to say.*

*'The source in which some refer to as 'God' is **within** us. It's stored power and infinite wisdom that just needs to be unlocked'.*

*My approach is to create work that taps into people's inner Greatness. To create work that motivates, educates, and inspires generations after my physical existence.*

*I'm here to build my legacy...Through my work.*

*- Amadeus Frazier*



## PROCESS

### *Financial Goal-Setting*

Initiate the conversation with numbers and business. Identifying your financial goals to craft a strategy that aligns with your needs.



### *Branding and Strategy*

Explore creative strategies that coincide with your goals. Then identifying ways to represent and communicate those goals visually.



### *Implementation & Asset-Development*

Producing content with highest quality production value. And industry-leading customer service to satisfy any needs throughout the process.



## MONTHLY SERVICES

*Invest with us today.*

*We increase the Value of your name forever.*

A video isn't just a video. A photo is no longer just a photo. When created with a strategic approach and high quality, these creations become 'digital assets'. *Digital assets will live as long as the internet is around; And that's a very long time.*

We approach our craft for what it truly is; An investment into one's future. The work we create for our customers have compounding value overtime as it can be used to communicate the value of one's business, brand, and/or simply...name.

We work with customers closely to shape the narrative of their brand, so they can leverage it for further opportunities.



## SERVICES

### *Content Creation*

Attract people to your brand by expanding your online presence

### *Media and Communications*

General production and management. Offering a full-range of creative services to cover short and long-term needs.

### *Add-Ons*

- Sales-funnel Development
- Digital Product Creation
- Website Development



# CONTENT CREATION

*Bring the Marketplace to you*

***This is our flagship service.*** We believe that this is the best branding model that yields the strongest financial return overtime. Although the results are long-term, so is the impact. Traditional marketing/sales methods is transactional, and pushes people to buy now. This technique that we specialise in attracts large quantities of people to invest large amounts later.

## GOALS AND OUTCOMES

### *Services*

- Content Strategy
- Financial Consultation
- Long-form Video Content
- On-Camera Coaching
- Social Media Assets
- Brand Assets / Graphic Design
- Promotional Materials

### *Outcomes*

- Increase visibility in the marketplace
- Establish your brand as an industry leader
- Build 'know, like and trust'
- Grow a community of loyal followers
- Instant globalisation
- Life-long digital assets

### *Financial Models*

- Monetise your content
- Offer Products/services to your audience
- Build online sales-funnels
- Leverage your content to increase the value of your brand





# MEDIA & COMMUNICATIONS

## *Creativity at your Fingertips*

**Full-Service creative-agency.** Your organisation may require a wide-range of services on a regular basis. We focus on creating assets that cover your short-term needs, as well as your long-term vision. With the strategic use of video, photography and design, our primary goal with this service is to expand your digital presence as well as maintain a quality brand-image.

You operate a business. *So, its important for us to approach our services as an extension to your financial goals.* We work closely with you to ensure that our creative direction and assets align with your Marketing and Sales strategy.

## GOALS AND OUTCOMES

### *Maintanance*

Managing recurring immediate tasks. Ensuring quality of previously completed assets. As well as tackling the minor tasks that binds the service at large.

### *Creative Production*

Creating new assets for the brand. This consists of a combination of photography, video, graphic, and/or web-design assets.

### *Creative Management*

Repurposing and distributing content for different uses. This can be for websites, social media marketing materials, and/or presentations.

### *Long-Term Projects*

Focusing on long-term growth by committing to one major project each quater. This project will consist of one of our 'contracted services'.

## DIGITAL MARKETING SERVICES

### *Digital Product Creation*

Take your business online. Whether you are building a physical or digital product, we can assist in taking your creation to the digital world.



### *Product Commercials & Digital Campaigns*

Advertise your message to the world with captivating videos to reach your customers.



### *Website & Landing Pages*

Build a digital ecosystem where your customers can discover and buy from you from all across the globe.

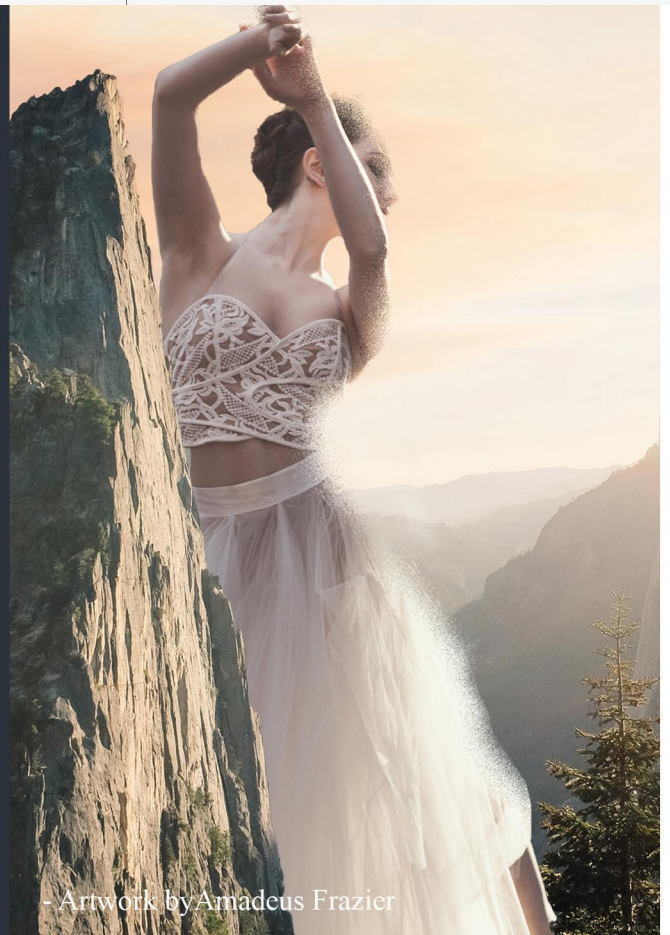


## CONTRACTED SERVICES

### *Where Strategy meets Creativity*

Video-Production is our core service. In addition, we provide **tools to assist our customers with Marketing and Sales**. We specialise our services to help individuals and companies use creative assets to increase their network, spread their reach, and gain brand awareness.

Each project we take on is tailored to the customers' needs. However, we have proven processes to ensure the highest-quality outcomes, and produce predictable results.



- Artwork by Arnadeus Frazier

## CREATIVE SERVICES

### *Events & Conferences    Branding*

Attract people to your brand by expanding your online presence

General production and management. Offering a full-range of creative services to cover short and long-term needs.

### *Add-Ons*

- Sales-funnel Development
- Digital Product Creation
- Website Development



## FASHION

STEP 1

STEP 2  
EDITING

STEP 3

SELL  
ANYWHERE  
IN THE WORLD

Work with Us

HIGH RESOLUTION  
PHOTOGRAPHY

ONLINE STORE

## DIGITAL PRODUCT CREATION

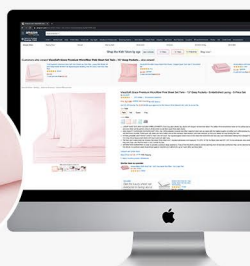
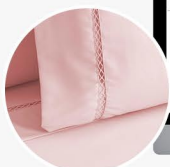
*From Local to Global*

The internet allows for *instant globalisation*. You can take a product that you've built from the comfort of your home and offer it to people in different nations and time-zones. You can take the information in your mind and offer it to the world. Using our creative skill-set and ecommerce and marketing expertise, we can help you build the products that will sell in the marketplace.

## TYPES OF PRODUCTS

*eCommerce Products*

Take your product online and open your store to anywhere in the world. With strategic photography proven to optimise for sales.

*Video-Courses*

Share your knowledge to the world. Professional video, audio and on-camera coaching to produce a high-quality course, and offer it to the marketplace.







# PRODUCT COMMERCIALS & DIGITAL CAMPAIGNS

*Build Leads. Transform them into Customers.*

Building a product is one thing, but getting your product into the hands of people requires expertise in digital-selling. The internet is the prime tool to showcase your product to the masses, but the difficulty is that you will not have the opportunity to guide each individual lead into making a sale. Thus, we create content with the best practices to trigger emotion, find the needs and/or pain-points, and express the benefits of the product.

## OUR EXPERTISE

### *Events & Conferences*

This is one of our strongest areas of expertise. Not only do we work with several event organisers from all across the globe, we organise our own events. We know that the key is to start early, and stack content to build anticipation.

### *Complex Business Services*

A huge misconception is that complex services are difficult to sell. This mindset is incorrect; The key is to meet people where they are. We help communicate complex services by crafting simple and efficient messages.

### *Crowdfunding*

When your idea is brand new, you have a very little track-record of product/business success to utilise. In this case, your greatest asset is your story. We will help to visually communicate your story so that it connects with others.

### *Relationship Building*

Maybe you are looking to do something less...transactional. You may be looking for a way to access a particular niche which requires you to rub shoulders before making a sale. We have something for you.

# TEST LEADERSHIP CONGRESS NYC

BY TESTMASTERS ACADEMY >

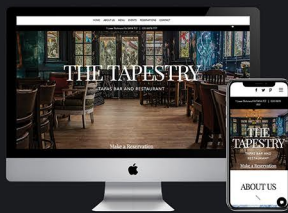


Attracting attendees and speakers from over 25+ Countries

VIDEO PRODUCTION PHOTOGRAPHY GRAPHIC DESIGN

## DESIGN

## BUILD



A STRONG ONLINE PRESENCE

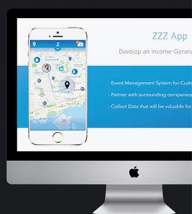


BUILD A PROFESSIONAL PERSONAL APPEARANCE



BECOME A GLOBAL BRAND

Work with Us



AFRAZIER@THEGREATMEDIA.COM

# WEBSITE AND LANDING PAGES

*Build a home for your Digital Real-Estate*

Your website is your statement to the world. People should be able to look at your site and understand exactly what you do in a few seconds. Furthermore, should be enticed to explore your site to learn more about your products/services. On the other hand, **people should reach your landing-page and have a clear motive to make a transaction** without having to search for answers outside of that page. In both cases, a well-designed website beautifully communicates your message and mitigates the hassle of manual communication. This allows you to build an efficient online eco-system that works 24/7 without much supervision.

## SERVICES

### Websites

Take your product online and open your store to anywhere in the world. With strategic photography proven to optimise for sales.



### Landing Pages

One page. That's all you get to convert someone to make a decision. We combine great design and purposeful copywriting to ignite a transaction.







# EVENTS & CONFERENCES

## *Capture the Moment*

Events serve as a great method to invite people into your brand and generate more business. By providing a memorable experience you build the 'know like and trust' essential to converting your attendees into customers. Strong photography and video-coverage become extremely useful assets for content-creation as well as marketing assets to promote future events.

## SERVICES AND OUTCOMES

### *High-Res Photography*

Tell the story of your event through the lense of an attendee with striking and Professional stills and candid photography.

### *Promo Video(s)*

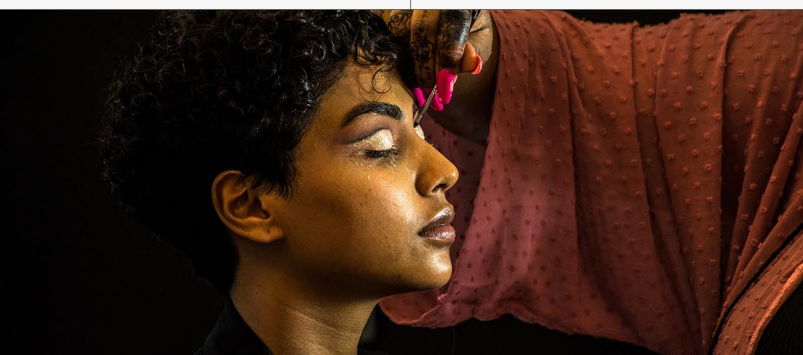
One definitive video that clearly embodies your event. With clear messaging, creative story-telling, and striking visuals, the video can be used for website, social media, and/or promotional materials.

### *Speaker Recordings*

Create content for your industry by recording speeches and presentations. We pride ourselves on focusing on audio to produce the best quality of video possible.

### *Testimonial Videos*

Share the value of your brand from an attendee's perspective. Testimonials offer honest feedback about your event and can be used to build social proof.



# LEGACY.

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