

# HOW TO VIDEOS PROMO



## June and July Promo – How-To Videos for Only R1,800 Each

We're excited to share that **Click Begin** is running a limited-time promotion during the months of **June and July**. You can now get professionally produced how-to or product demonstration videos for only **R1,800 per 3-minute video (approximately 450 words)**.

These videos are designed to clearly communicate **step-by-step processes**. They are ideal for internal use, onboarding, and product knowledge sharing. The style is **straightforward and practical**, using simple typography to highlight key points. Please note that these are not designed as full eLearning modules but rather as focused instructional videos.



## What's Included

- **Scriptwriting** based on your SOP or documented process. The script is direct and focused on the task at hand, without additional scene setting or summaries.
- **90-minute on-site shoot** with a single camera operator, one camera, and one light.
- **AI voiceover** from a selection of professional-sounding artists.
- **Video editing** with clean, basic typography using an approved font. No custom animations or font styles.
- **Background music** included.



# PRICING STRUCTURE

With rates this accessible, it's the perfect time to create professional, process-driven videos without the high production cost. Whether you need one video or a full batch, you'll get clear value at every level.

1 to 9 videos R1,800 per video

10 to 19 videos R1,620 per video

**10% off**

20 and up R1,530 per video

**15% off**

To qualify for discounted rates, all videos must be filmed at the same time.

Supplied video R1300 per video

If you supply your own footage, we can handle scripting, voiceover, and editing at a reduced rate of R1,300 per video. **Please note that we cannot take responsibility for the quality of external footage.**

## Payment Terms

- 50 % payment is required before scripting begins.
- The remaining 50 % is due after the final review and before delivery.

CLICK BEGIN

[Jamie@clickbegin.co.za](mailto:Jamie@clickbegin.co.za)

[www.clickbegin.co.za](http://www.clickbegin.co.za)



# TERMS AND CONDITIONS

- All scripting and shooting must be completed by 31 July 2025.
- Review feedback must be provided within 7 days of receiving the draft video.
- Videos exceeding 450 words will be priced based on the word count.
- Any changes requested after script approval will be billed at R500 per hour.
- Filming takes place at your premises using your equipment and team. A representative must be present to sign off on each shot.
- All shooting will be done in Cape Town. Requests for shoots outside of Cape Town may be considered with prior approval and may incur additional costs.
- If scripting is completed but filming is delayed past 31 July, Click Begin reserves the right to cancel the project without refund. Extensions may be granted in special cases.
- Raw footage will not be shared. However, footage can be reused in new projects created by Click Begin upon request.



## PRODUCTION PROCESS

- **You** send us your SOP or process documentation.
- **We** review the material and provide a quote.
- **You** approve the quote and pay a 50 % deposit.
- **We** create the script.
- **You** review and sign off the script. Any script changes after this point will be charged.
- **We** generate a shot list for filming.
- **We** schedule the shoot in collaboration with your team.
- **We** film the content or edit the footage you provide.
- **You** review the draft video and give feedback. Minor edits like timing or text are free. Major changes to script or branding will be billed as per the terms.
- **We** apply final changes and polish the video.
- **You** pay the final 50 percent.
- **We** deliver a high-resolution download link to your completed videos.

