

Stand out from your competition.

< VIDEO LINK = VEE.CoreyPeiffer.com >

**Meeting virtually 1:1, 1:few, 1:many, or 1:thousands ?
I help folks like you improve your presence on the virtual stage, strategically create a Virtual Event Experience for your attendees, and deliver life transforming impact – so that your virtual event attendees stay engaged, open their wallets, and actually want to keep coming back for more.**



Capitalize on the “Zoom Boom”, but please, STOP doing painfully boring UNeventful calls, meetings and webinars.

What kind of virtual event experience are you providing? How’s your online trainee’s experience? Are attendees leaving at the beginning/middle of your event? “Zoom fatigue” is a misnomer – but 30 seconds is too long for boring, UNprepared, and poorly produced wastes of time. People are tired of “is my mic on?”, “you’re muted”, “it was working five minutes ago”, forgetting to share screen, and challenged by yet another piece of ‘latest and greatest’ unfamiliar tech. – Lemme help you create a Virtual Event Experience that keeps people engaged to the end.

**Struggling? Confused? Frustrated trying to keep up with the technology?
Hitting your Zoom account’s attendee max?
Technology should just work, and serve your purpose.**

**Overwhelmed with too many options and complicated tools?
I’ll take the time to get to know you, your presenters, and your team, and step by step teach/mentor/guide – helping each be-their-best-today, strategically getting better over time. All to create a results-producing Virtual Event Experience that leads to sales.**

This is not another chapter of shiny object syndrome; not some unfamiliar tool.

Tap into my million-dollar-earner musician and half-million-dollar-earner Virtual Event Experience / AV Editor/Engineer / Web Developer skill sets – and let’s co-create your next virtual event experience that has people engaged, hanging on your every word, creating memories, establishing relationships, and fostering loyalty – a virtual event people want to attend.

Experience? Check. – For the last five years, I’ve been the behind-the-scenes A-player serving JeffWalker.com... managing virtual/hybrid events, editing event replay videos, building his flagship course portals, serving his inner sanctum high-end communities.

- **Project Management** – in order to achieve timely meaningful results, ideation and creation require effective and efficient workflow, with an eye for the mountain of minutia details
- **Proven Leader** – that’s happy to jump in, roll up my sleeves and help ‘get it done’
- **Virtual Event Experience** – coordinator, manager, director –
 - multi-million-dollar-revenue-generating multi-day virtual/hybrid events
 - custom experience high-ticket mastermind calls, meetings, and multi-day virtual/hybrid events
 - high-ticket training workshop multi-day virtual/hybrid events
 - helped many-a-presenter get ready for their peak performance moment on the virtual stage, even if they haven’t been there before – broadcast/record tech, multiple monitors, background/backdrop, video switching hardware/software, lighting, cameras, microphones, computers, internet stability/reliability
 - manage facilitated breakout rooms
 - physical SWAG (stuff we all get) to augment the virtual experience – strategically planned, organized, and mailed/shipped with timely delivery
 - soft working music – ‘build the energy’ music – ‘cover the awkward silence’ music
 - countdown timers – overlaid on your slide deck – hijacking your webcam
 - manage Zoom license participant limits 100, 300, 500, 1,000, and exceptional event experiences load balancing multiple thousands of attendees across multiple Zoom accounts
- **Course Content** – design, creation, curation, update, refresh, overhaul – videos, slides, PDFs
- **AV Editor/Engineer** – course content, blog interviews, audio normalization, noise reduction, file management, pro cuts/transitions vs jumpcuts, screencap with voiceover (slide deck presentations), picture-in-picture talking head / screencap videos, direct-to-camera videos
- **Web Developer** – annual new builds, as well as revising, refreshing, and otherwise updating existing portals – comprehensive custom course portals, PDFs, audios, videos, worksheets, slide decks – WordPress, Memberium, LearnDash, Kajabi
- **Membership Site Manager** – moderate comments, interface with coaches and customer support

You should work with me because I’ve spent decades mastering my craft, delivering and supporting event experiences, some of which created multi-million-dollar results.

It won’t happen by luck or by accident. – Strategically intentionally plan and prepare fabulous, engaging, entertaining, and audience-converting content – ensuring audiences become raving fan customers.

Why wait years before you come to the realization that you need to “up your game”.

Take action now because there’s only so much of me to go around.

Snatch me up, and get onto my calendar, before I have to put you on a waiting list.

Here's how it works:

- **1:1 – done-for-you services, Zoom calls, me catering precisely to your needs**
- **1:few – group Zoom calls, sometimes you don't know what you don't know, and other folks' questions help you as well**
- **step by step instruction - whether by Zoom calls or video lessons**
- **customized SOPchecklists, worksheets, tracking spreadsheets, project management – the exact tools I've used to produce client-serving major-virtual-events, and support million-dollar-sales-virtual-events**
- **respecting your budget – make the most of what you've already got – up-level, but with limited resources – seriously “up your game”**

Become a Zoom Pro. Look and feel and come across like a professional presenter.

- **cleanly sharing a slide presentation**
- **presenting with a whiteboard, flipchart, clipboard/paper, iPad**
- **facilitated small group breakout rooms - engaging intimate conversations**
- **closed captions**

The Coaches' Coach – The mentor/guide, helping your presenters 'be their best' by mastering their tech, up-leveling their virtual stage presence AND providing on call team support – so coaches/presenters can serve powerfully without distraction, truly connecting with your attendees to achieve results. – Ultimately delivering an experience – where people stay longer, get engaged, and open their wallets.

Look more professional. Improve your virtual-stage brand/image/presence. Stand out from your competition.

Bring me on, to help you and/or your team create a better Virtual Event Experience. But, don't forget post-production services... after the event is over...

- **AV Editor/Engineer – Replays worth watching. Cleaned up intro's, outro's, and tossing out the occasional mess in between.**
- **Search-able Videos – Wait! What? That's a thing? Yup. – We're used to searching pages of text. Now your replay library will have search-able videos, taking you directly to the right timestamp on the right video.**
- **Web Developer – Curating libraries of content, on your public or gated website. Create, curate, build, update, or otherwise refresh your digital library portal.**

I'm available to help you at any level... allow me to invite you to have a conversation with me to determine what would be the best fit.

**Optional occasional on-demand hours/services when you need them.
Plans and price points below can be altered and customized for your precise needs.
Upgrade/downgrade/cancel any time.**

- **\$1K/mo retainer = DFY services and/or mentorship/guidance for your team – your outsource resource – when you want to keep it simple and bring in a team that's already mastered the complications and tech**
 - **ideal for those ready, willing and able to take your virtual events to the next level, hosting several significant virtual/hybrid events each year, or more frequent smaller virtual events most months**
 - **10 hrs/mo – rollover UNused hours – add hours when you need them**
 - customized tech plan
 - work with what you already have
 - suggest low budget improvements that make a big difference
 - guide through big budget 'all the bells and whistles' experiences
 - DFY virtual event hosting/support services
 - coordinate with the on-site AVteam << guide / up-level their skills/tech as appropriate
 - train-your-team – educate them and guide them – especially when you're new to what can be done, and the costs involved
 - studio – lighting, backlighting, contrast lighting, props, relevant scene, white balance / color, no 'distractions' around the presenter's head, purposefully framed
 - multiple cameras – smooth transitions
 - engagement / experience
 - chat – post links to offers, tools, resources – monitor chat to feed questions to presenters
 - presenters in a 'green room' getting ready for their time 'on stage'
 - text on screen, lower thirds, countdown timers
 - branding graphics
 - Zoom hacks to automagically generate ideal 1920x1080 HD cloud recordings
 - plan/strategize/prepare activities
 - post-event production services – AV Editor/Engineer – Search-able Videos – Web Development

- **\$100/mo membership = DIY solopreneurs – come learn how to do it yourself**
 - **perfect for those not at a level for my DFY services or anything like that... join my small group coaching program**

- **\$10/mo subscriber = connection, inspiration, ideas, possibilities**
 - **you're not ready to take deep action just yet, but you want to stay connected, cuz you know you'll need to tap into my help some day soon**

My IDEAL client is already doing virtual/hybrid calls/meetings/events, and wants to seriously-up-their-game when it comes to the Virtual Event Experience of their virtual/hybrid meetings/events, whether operating in a solo or team environment.

My services are NOT FOR YOU IF you are satisfied with...

- limited results by NOT powerfully serving those whose life circumstances prevent them from attending
- over-spending on time and travel to do everything face-to-face
- struggling with tech
- boring pathetic Zoom meetings
- coach/presenter often asking “can you hear me” or being told “you’re muted”
- coach/presenter camera not on, forgetting to share screen
- lousy presentations
- DIS-engaged attendees – you’re making little impact, and they’re getting limited life transformation

You do your thing really well... stay in your genius zone. Let me serve and support you, living in my genius zone, doing my thing, helping you get all the pieces together. Then when “you’ve got this”, great. But, whenever you need that silent partner to help make your Virtual Event Experience downright spectacular, come over here and lean on me, your on-demand Virtual Event Experience department. That way you’re free to do the genius zone thing that you do really well, without getting bogged down in tech.

Let’s co-create your next Virtual Event Experience !

I look forward to talking with you soon.

– Corey Peiffer (PIE-fur)

I’m your hyper-functional, genius zone, A-player rockstar, making powerful things happen, including virtually supporting your live events, BUT, I do come with a few non-negotiables:

- **No Travel, Virtual Only** - My wife is not well (PTSD, chronic health issues, mental, physical, fibromyalgia, diabetes, anxiety, panic). For more than five years now, yes, even pre-pandemic, I’m her primary caregiver to keep her living her best (as can be) life experience.
- When I’m supporting an event, I’m dedicated, distraction-free, and all yours – but on those other days, I’ll ask for love, grace and space. – **Flexible Hours** – Between being a homeschool dad, primary caregiver for my wife, and the occasional visit from the grand-kiddos, sometimes I need to ‘late start’, ‘go quiet’ briefly, or take extended breaks during your typical working hours.

No worries, **I’m an A-player and will exceed expectations**, and I will be highly available and collaborative during your typical working hours. Don’t be surprised to find me quietly working during off-hours, evenings and weekends, while still finding time for life’s needs and self-care. It’s what works for the way our reality-of-life rolls, with me over-achieving in spite of challenges.

Résumé / Summary – Helping leaders and influencers best use internet technologies.

- **Virtual Event Experience Director** – ZoomMaster; coaches' coach; project manager; customer experience; creating memories; not just another Zoom meeting/event
- **AV Editor/Engineer** – standardize audio/video, update branding, fancy edits, file management
- **Web Developer** – create and curate courses. WordPress, Memberium, LearnDash, Kajabi.
- **Digital Library Content Creator/Curator** – internet technologies
- **The Coaches' Coach** – helping marketers master their virtual stage presence and delivery
- Critical thinker effectively utilizing interpersonal and customer/management skills, attention to details, organization, self-motivation (independent self-starter) and strong work ethic to effectively manage and oversee broad corporate initiatives and projects. Effective regarding marketing, human & physical resources, information technology, financial administration, maintaining operations with associated detailed record-keeping, and assisting with development & fruition of visionary corporate strategies.

Business Experience:

- 1988-2023 **Circle pi family of companies** (last twenty years in) Vero Beach, FL
AV Editor/Engineer – Web Developer – Content Creator/Curator – internet technologies.
The Coaches' Coach – helping marketers master their virtual stage presence and delivery.
Million Dollar Musician – small stage; accompanist, vocalist, coach, band leader, choir director.
Renaissance Man – Pennsylvucky farmboy handyman, with a passion for music and technology.
- 2017-2023 **Jeff Walker aka Internet Alchemy** (remote worker) Vero Beach, FL
Membership Site Manager – moderator, interface with coaches and customer service.
Portal Developer – overhaul, update, create and curate course content; project management.
Virtual Event Director – ZoomMaster; coaches' coach; project manager; customer experience.
AV Editor/Engineer – standardize audio/video, update branding, fancy edits, file management.
- 2006-2011 **Home Instead Senior Care** Vero Beach, FL
Home Health Agency – Administrator, Director of Finance and Human Resources.
- 2004-2006 **Betty Manry Interior Design** Vero Beach, FL
Assist Owner – Bookkeeper. Clerical. Customer Satisfaction. Installation. Information Technology.
- 2002-2004 **Christ By The Sea United Methodist Church** Vero Beach, FL
Director of Music – Responsible for outstanding worship through people and advanced technologies.
- 2000-2002 Inductotherm Rancocas, NJ
Quality Systems Manager / Technician -- Electronics Test/Repair Technician -- Internal Auditor
- 1999-2000 American Eagle Express Claymont, DE
Independent Courier – Responsible, reliable, timely pickup and delivery.
- 1996-1999 Peiffer Environmental Innovations Bird in Hand, PA
Independent Senior Sales Manager for Alpine Industries, Inc.'s Air Purification Technologies.
- 1991-1996 Peiffer Wellness Group Lebanon, PA
Independent Sales Leader for Shaklee Corporation
- 1986-1994 U.S. Navy, USS Alexandria, Nuclear Power Connecticut and Florida
Electronics Technician, Physics and Electronics Instructor, Nuclear Reactor Operator

Education - Informal self-directed voracious appetite to learn, refine and apply my skills.