

Howdy, howdy !!
Former member of TeamWalker here.
Sorry for my silence these past couple weeks...

Every few weeks I was used to jumping on a call with Jen to talk about yet another upcoming project I was going to be involved with, so that fateful day, I eagerly jumped on a call with her, only to discover, surprise, I'm laid off !!

So, I took a couple days to freak out...
then I buckled down to figure out how to take this opportunity to step into greatness.

And if you're willing, I'd LOVE to have a short 30sec testimonial clip from you. Lemme circle back to that after filling you in. Here's what I'm up to...

I am getting job applications submitted, so if someone happens to offer me a full-time job, I won't say no. – Or even a small pile of part-time jobs would be most welcome.

That said, what I'm ideally trying to do is two things...

- Gather a small pile of thousand-dollar-a-month clients that need my services.
- And, maybe a slightly bigger pile of hundred-dollar-a-month clients that aren't ready, willing or able to be a DFY client, but are interested in me mentoring/guiding them to do-it-themselves.

Things are real scrappy at the moment, but fast-action is the name of the game (before my bank account runs dry). I'm reaching out to anyone (internet marketers, yes, but also traditional mainstream companies, schools, and government agencies as well) anyone that does live streaming, virtual events, hybrid events, or creates, curates, or otherwise maintains a digital media library.

If you have ANY mentoring coaching steering guidance, I'm open to it.

Again, this is early scrappy days, but here's a link to my promo page as it looks today:
VEE.CoreyPeiffer.com



My primary focus is...

- **Virtual Event Experience** – everybody needs a ‘Corey’ to help do a better job with their live streaming, virtual events, hybrid events... just like I did for Plat, LCMM, LC, Implementation Workshops, LCx, blog videos, and major revenue generating events like Masterclass and Launch Lab, all that stuff – I can help them plan, prepare, manage, and otherwise run-well their virtual events, and the virtual component of their hybrid events – providing training and/or DFY services to ‘up their game’ for various revenue-producing events, mastermind serving events... all their live streaming, broadcasting, and recording needs

But, after the event, I’ll also focus on post-production services, like editing event replay videos, building flagship course portals, coaching the coaches, and serving 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
- **The Coaches’ Coach** – mentoring, guiding, helping 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 attendees to achieve results. – Ultimately delivering an experience – where people stay longer, get engaged, and open their wallets.
- **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

Again, to be clear... at this point I am totally open to all kinds of conversations, full-time, part-time, as an employee, sub-contractor, or freelancer.

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.

The client models might look something like this...

- **\$1K/mo retainer = DFY services and/or mentorship/guidance for their team**
their outsource resource – when they 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 their live streams and 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 they need them
 - customized tech plan
 - work with what they 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-their-team – educate them and guide them – especially when they’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
 - max’g out their Zoom attendee limit ??
 - employ obv.io services to create attendees experiences in more intimate settings
 - post-event production services – AV Editor/Engineer – Search-able Videos – Web Development

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

And again, not to 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 their replay library will have search-able videos, taking them directly to the right timestamp on the right video.
- **Web Developer** – Curating libraries of content, on their public or gated website. Create, curate, build, update, or otherwise refresh their digital library portal.

So, here are my two big asks...

- **Testimonial vid** –
 - As you reflect on our time together with TeamWalker, does any of all that trigger specific memories of us working together ?? – I'd super-appreciate if you would find it in your heart to spare me a brief moment to shoot a 30-second testimonial vid for me.
 - And, maybe you're like, "Hey, I know somebody that could use your services, now, today!" – whether as full-time or part-time employee, sub-contractor or freelancer – or providing coaching guidance.

Well, that's it. Thank you for your consideration.

And, I'm also open to hop on a Zoom call to cry, hug, scream, then productively move on to conversations, whether just to remain connected, or somehow mutually help each other with the next chapter of life's dance. – And, hey, if something in all this strikes you as 'off', feel free to reach through Zoom, smack me upside the head, and help me get my head on straight. – I'm looking at all this as an opportunity to step into greatness, with a twinge of save-my-life-fast-action-urgency in there too.

Love you - thankful for the TeamWalker chapter and getting to know you - now bravely turning the page and stepping into the "what's next" chapter.

I look forward to talking with you soon.

– Corey Peiffer (PIE-fur)