

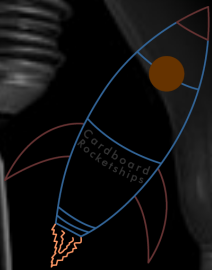
creativity

inspiration

design

brand

teamwork



**cardboard
rocketships**

Brand stories that work.
The End.

CardboardRocketShips.com

**BONUS SECTION -
SHOOTING YOUR
COMMERCIAL**

INTRODUCTION

I've been a professional writer for 25 years, but even today I sometimes struggle with my writing. Maybe a scene doesn't work, or a passage doesn't resonate. When that happens, I always take a step back and focus on the basics. That's what this course covers.

The questions in these downloads are designed to reinforce the fundamentals of storytelling, and how they can be applied to your brand.

Please take the time to write down your answers, as I'm confident you'll want to refer back to them in the future.

Michael Jamin

BONUS SECTION - SHOOTING YOUR COMMERCIAL

Now for some fun! Here are some tips from an industry pro on how to shoot your first commercial. Even if you plan on hiring someone to shoot it for you, having a firm grasp of these concepts will help you make informed creative decisions.

When shooting a commercial, why is it important to say your brand name every scene?


What are the pros and cons of shooting “oners?”

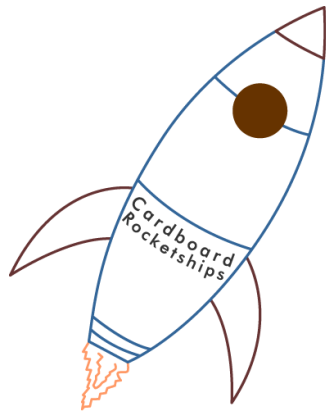
When shooting for comedy, how should your shots be framed?

What video format does Facebook currently prefer?

MODULE 4 - FINDING YOUR BRAND VOICE

How do you directly/indirectly put your vision statement in your commercial?

A large, empty rectangular box with a thin black border, intended for the user to write their answer to the question above. The box is currently blank.



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BOOK A CONSULTATION

This course contains all the information you need to tell your brand story. Put the work in, and you'll reap the benefits. But if you need us to review your assignments and nudge you in the right direction, you can book a block of sessions below.

[BOOK A CONSULTATION](#)