

St James's Place



VIDEO PRODUCTION SERVICES

FOR PARTNER PRACTICES

OCTOBER 2024



St
James's
Place



Elevate your expertise through authentic video content



We work with SJP advisers like you to communicate confidently on camera, creating compelling narratives that:

- **Demonstrate trust and confidence to prospective clients**
- **Show clearly your financial planning acumen**
- **Showcase your work, your people and your wider activities.**
- **Simplify complex financial concepts**

Our process enhances the presentation skills of all advisers, whether camera-shy or naturally confident. We transform hesitant speakers into articulate communicators and enhance the techniques of seasoned presenters. The result? Engaging videos that attract clients, showcase your credibility, and ultimately help to develop your business.



Price Options

	Option 1	Option 2	Option 3
Choose this option if...	You want to add personality to your practice but budget is a consideration.	You want to create a more comprehensive video library to attract and engage clients.	You want regular ongoing video support to keep your content fresh and up to date.
What is it?	A video package to introduce your practice and showcase client success.	An expanded package that tells your story and highlights multiple positive client experiences.	Regular filming days and ongoing editing, animation and creative development support through monthly meetings.
Locations & Filming Days	1 location on 1 day	Up to 3 locations across 2 days	TBA
Includes	<ul style="list-style-type: none"> • 1 'About Us' film (up to 3 minutes) • 1 Case Study video (up to 3 minutes) • Pre-production consultation • All equipment and crew • Basic graphics and music 	Everything from Option 1 plus: <ul style="list-style-type: none"> • 2 additional Case Study films (3 in total) • Up to 10 x branded social media/Linkedin excerpts (max 30s each) 	<ul style="list-style-type: none"> • Regular filming • Multiple outputs from each filming day
Price (+VAT)	£4000	£7000	£POA
Payment Terms	75% upfront / 25% on completion	50% up front 25% on first day of filming 25% on completion	50% up front 25% on first day of filming 25% on completion
Additional Options	<ul style="list-style-type: none"> • Company culture films to support recruitment • FAQ films • Animations • Internal communications 		
Excludes	<ul style="list-style-type: none"> • Any overseas travel • More than 3 rounds of amendments • Use of any commercial music 		



Ally & Mo Media

How can we help SJP Practices?

We've refined our approach through successful collaborations with several SJP practices, understanding the unique challenges and opportunities in the financial advisory sector. Our method caters to advisers across the confidence spectrum - from those hesitant about appearing on camera to those eager to refine their presentation skills.

By focusing on authentic storytelling and clear communication, we create videos that resonate with your target audience.

The result?

Engaging, professional videos that effectively convey your expertise, build trust with prospective clients, and contribute to the growth of your practice.

Click [HERE](#) to view examples of Our previous SJPP work

We're offering a free 30-minute no-obligation to all SJP practices to discuss ideas for video to improve your offering. Click [HERE](#) to book in a call.