

VIDEO -TO- ARTICLE

Extend the potential of your content

A service provided by **AUTHENTIC
ORANGE**

**VIDEO
-TO-
ARTICLE**

**WE HELP CREATORS GET MORE VALUE
FROM THEIR VIDEOS**

**BY REPURPOSING CONTENT INTO
CURATED WRITTEN FORMS**

A VIDEO SHOULDN'T JUST LIVE ON

FACEBOOK

YOUTUBE

INSTAGRAM

IT CAN HAVE AN EXTENDED LIFE AS WRITTEN CONTENT ON

STORIES

LINKEDIN

NEWSLETTER

SUBSTACK

MEMBER

MEDIUM

PATREON

THREADS

GHOST

EDITORIAL

NEWSPAPER

BOOK

MAGAZINE

WHITEPA

**TO DELIVER MORE VALUE TO
YOUR AUDIENCES**

**AND INCREASE THE LONGEVITY
OF YOUR HARD-EARNED CONTENT
PLUS ATTRACT MORE ATTENTION
TO YOUR WORK**

YOU CREATE THE VIDEOS

WE'LL TURN THEM INTO ARTICLES

HOW IT WORKS

STEP 1: SEND US YOUR VIDEO	STEP 2: TELL US WHAT YOU NEED	STEP 3: WE'LL REVIEW AND REPLY
<p>This can be an existing video that's already public, a private link to a video in the works, or even a rough outline of something you're planning for the future. This can be a single video, a selected playlist or your entire back catalogue. Just fire over those links</p>	<p>Are you looking to reach new audiences on different platforms, engage with your existing subscribers through exclusive content, or prepare a host of assets to use in an ebook, white-paper, article or publication? Let us know what you're thinking and we'll map out what it'll look like</p>	<p>We'll watch your video and take on your thoughts from your brief. If we think it's a good fit for us, we'll then prepare an outline plan of where we go from here. This will include everything like timelines, word counts, supporting assets and the budget needed</p>

THE PROCESS



Let's be clear, this **isn't some AI-driven auto transcript** of your video. We are **real humans with extensive experience** in developing written content who are reviewing your videos and curating content directly from it.

We will use professional AI tools to do some of the heavy lifting, but the core asset will be **created by an actual person.**

Someone who **understands the nuances of what you're saying** in the video and can transfer that into the written form to create something that'll **elicit a response from the reader.**

THE OUTPUT



- We'll create **ready-to-upload assets**
- They'll be **optimised for the platforms** you've selected
- We'll guide you on **how to upload** the content and what to do to get the **best out of the asset**
- **Full ownership of the content** remains with you and no-one need to know that you're using our services

WHO'S DOING THE WORK



I'm **Tom Mehdi Bird**, a programmer turned journalist turned creative director who has spent the past 20 years working with content.

I've worked on websites, magazines, coffee table books. I've interviewed everyone from CEOs to racing drivers, crafted scripts for television commercials and directed mini-documentaries.

Using my background in journalism and programming, as well as expertise in creative, strategy and storytelling, I help brands engage with their audiences across digital ecosystems.

**GOT A VIDEO YOU WANT TO
TAKE TO THE NEXT LEVEL?**

SEND IT OVER