

# ARTICIE

Extend the potential of your content





## WE HELP CREATORS GET MORE VALUE FROM THEIR VIDEOS BY REPURPOSING CONTENT INTO CURATED WRITTEN FORMS



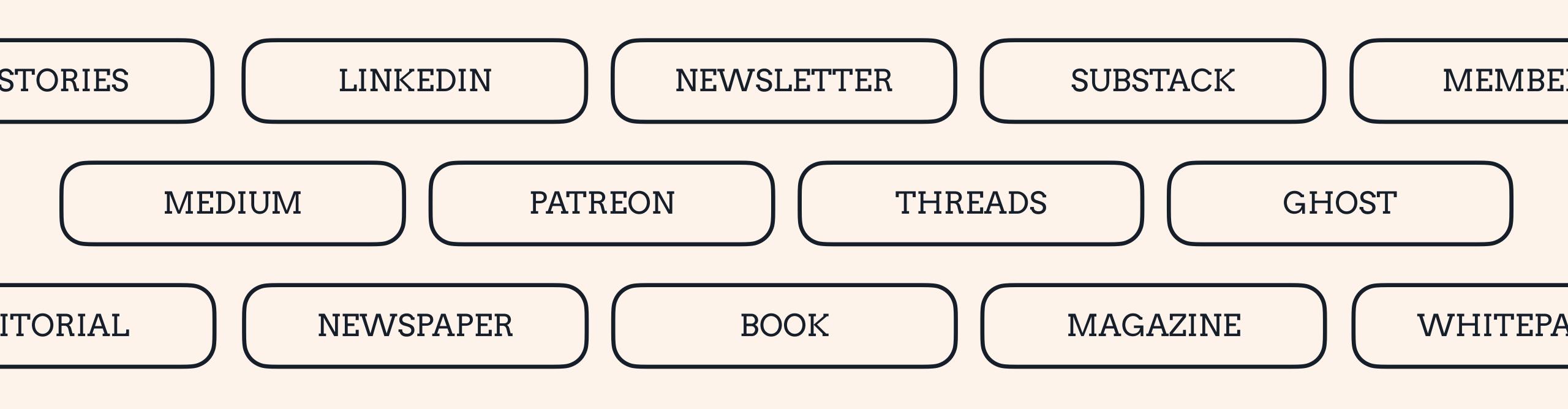
### A VIDEO SHOULDN'T JUST LIVE ON

FACEBOOK

YOUTUBE INSTAGRAM



### IT CAN HAVE AN EXTENDED LIFE AS WRITTEN CONTENT ON





## 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

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 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

### STEP 3: WE'LL REVIEW AND REPLY

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



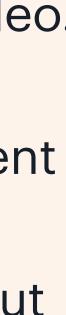




directly from it.

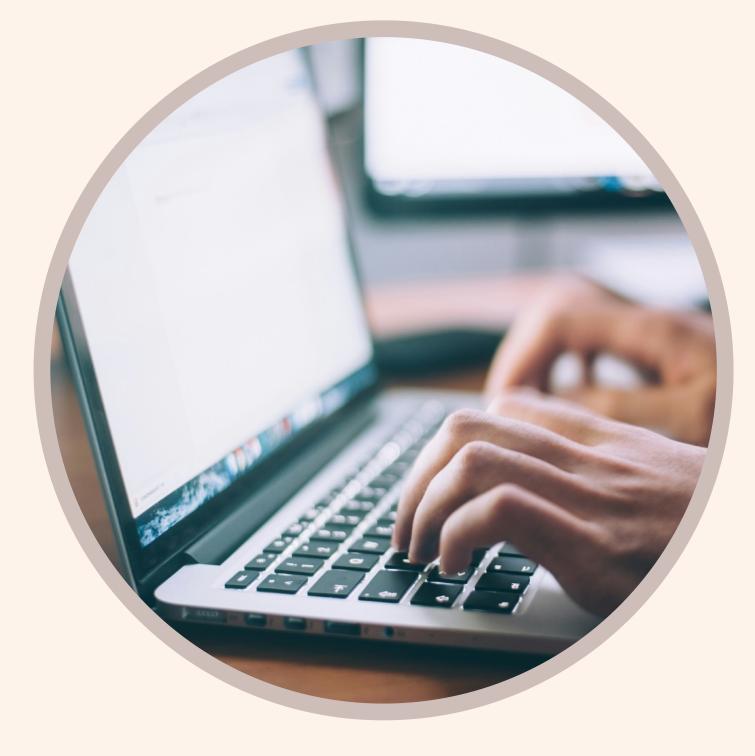
### THE PROCESS

- Let's be clear, this isn't some Al-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
- 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.









- We'll create **ready-to-upload assets**
- They'll be optimised for the platforms you've selected

### THE OUTPUT

- 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



