

STOCK FOOTAGE MILLIONAIRE: THE COMPLETE INSIDERS' GUIDE TO PRODUCING STOCK FOOTAGE FOR FUN AND FORTUNE BY ROBB CROCKER

ROBB CROCKER
STOCK FOOTAGE



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TO PRODUCING STOCK FOOTAGE
FOR FUN AND FORTUNE

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Review

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Stock Footage Millionaire is the culmination of 7 years of really hard work. I love shooting stock footage - seriously, it's really fun - but I will be the first one to say that making money on stock is not an easy venture. How much money you're going to make is entirely dependent on how committed you are, and how hard you're willing to work... and well, ok, there's a little bit of luck involved too... But you should also know that finding success in stock footage requires equal parts artistic talent and logical execution. You could shoot the most amazing, beautiful looking video, but if you don't keyword and market it properly, it won't sell. Or, you could rock your keywording and market the crap out of your library, but if your content falls flat, it won't sell. So there are a lot of things that go into being successful in this industry, and Stock Footage Millionaire is my way of sharing what I've learned through my own experience in hopes that you will build on that foundation and become an even better contributor than I was 7 years ago. I truly believe that better content benefits everyone in this industry, so get on with it, and good luck to you... future Stock Footage Millionaire!

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Stock Footage Millionaire is a step-by-step guide on how to produce and sell stock footage for profit. As a long time industry insider, Robb Crocker writes from personal experience and shares all of the tips and tricks he's learned along the way. Read this book if you want to learn how to research and find a profitable niche market; decide on the best equipment to buy; find, cast and direct talent; pre-produce and shoot high quality footage; post-produce video clips for maximum sell-ability; and optimize your returns by utilizing keywording strategies and self promotion. With the breadth of topics covered, Stock Footage Millionaire is undoubtedly the most comprehensive guide to making money through stock footage ever written.

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Most helpful customer reviews

2 of 2 people found the following review helpful.

A good overview of Producing Stock Footage & Video Production fundamentals especially with hired talent
By Greg Hung

I discovered Robb's book while looking for tips on the Shutterstock contributor blog. I discovered stock footage in 2012 when I sold a 6 second clip of Forbidden City, Beijing for \$60 US. I got serious about doing it at the beginning of this year, but I had accumulated a travel video library for my business chicvoyageproductions.com since 2011. Rob and his company are bit more established than I am at this point so it is interesting to hear his thoughts on stock footage, who the customers are and his positive outlook for the industry. One of my frustrations is that after a sale the stock footage sites don't provide visibility into who they are.

The book finally came out on kindle and I read it in a day. Rob does a good job of covering the process at a general level so someone new to stock footage would enough know-how to begin; however I deducted a star as I like specific details, links, and recommendations. It would have been good to know what software he

uses and his opinions and frustrations of using the stock footage sites like Pond5 and Shutterstock and others. There is a heavy focus on shooting stock footage of hired talent so it is interesting to get his take on how that is approached. It's amazing to hear how much money and preparation is going into his stock footage shoots. I've focused on travel attractions, nightlife, and food mostly in Asia so it's interesting to that we can both participate in this space from such different backgrounds.

I hope that those of you new to stock footage give it a try. If you're into photography or a video production team it would make sense to give it a try with Pond5 first. I developed an on-line video course that teaches the hands-on how-to of stock footage like actual live editing of stock footage, keywording, and applying csv files on pond5.com and Shutterstock. I encourage you to check out my course for this. <https://www.udemy.com/makemoneytravel/>

2 of 2 people found the following review helpful.

Gives a good high-level overview of the process of getting into stock ...

By Felix Lipov

Gives a good high-level overview of the process of getting into stock footage and all the various pieces involved, in one easy to digest book.

1 of 1 people found the following review helpful.

Comprehensive guide to stock video tools and techniques

By Mr Keith P Jefferies

Robb has written an excellent overview of the stock footage business here. This is a really useful book for those starting out and wanting to earn some extra cash by creating stock video, although there are also some useful tips and insights for those who've been licensing work for a while. Chapter Six where Robb shares his insights into directing talent is particularly good ("What you appreciate, appreciates"); you can see how his skill in this area pays off in the performances and emotional content seen in the Uberstock collection. Yes, creating high quality stock footage is actually hard work and for many, it's a full time job. No, not everyone is going to become a millionaire. Nevertheless, I still think it's worth a look at this market, even just to earn a few extra bucks, and this book really does cover what you need to know.

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