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Project Invoice

Invoice



HOFFMAN PRODUCTIONS, Inc.

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www.HoffmanProductions.com

Attn:

CLIENT NAME

Date August 21, 2014

PROJECT TITLE: MY DREAM SCHOOL

PROJECT DESCRIPTION: Image Film

DELIVERY FORMAT: internet movie

PROJECT DURATION: 6-8 weeks

TERMS: Immediately.

DESCRIPTION	COST IN \$
<p>High-end promotional video of 4-7 minutes in length. This video positions CLIENT NAME as the top high school for Jewish girls with a forward-thinking, progressive, edgy, and creative approach to 21st century education. Through interviews with parents, students, and visionary teachers and staff, we discover what the ideal dream high school looks like. Parents describe how academic excellence and quality education are of utmost importance for the development of their children. Students want modern learning tools in their hands like the use of iPads and internet to enhance learning in the classroom. Teachers want to pass on the love for Eretz Israel, with the highest regards to Torah and tzniut. Small classes by design are providing individualized attention to each student and round up the ideal 21st century school. Today, this is not a dream any longer. It's a reality. Shulamith is the answer.</p> <p>This promo video communicates that CLIENT NAME is the leading Jewish girls high school in the Five Towns, and that there is no better way to equip girls for the future than by giving them a solid foundation in both Torah and secular studies at their dream school. The look and feel of the film will be like a commercial: exciting, upbeat, and forward-driven, with an emphasis on telling the story through student, parent, and teacher testimonials. The message is this: if you are a Jewish girl in the modern world, CLIENT NAME is your dream school, and it is the only school in the Five Towns that can properly prepare you for your kids' bright future.</p>	
Pre production Concept, script, organizing production and filming days	
Production Camera equipment rental and crew	
Post Production Video editing, title and vfx, color grading, sound mixing, purchase of music rights	
1. Deposit	
2. Remainder	
Total Deposit	

Sincerely yours,
Shmuley Hoffman, Hoffman Productions, Inc.

Please make the check out to **Hoffman Productions Inc.** and send it to:

References



Mr. CLIENT NAME, I hope this e-mail finds you well! Someone forwarded me the RFP that CLIENT NAME sent out for professional and creative video work. I've worked for the CJF for a bunch years on their marketing and graduated CLIENT NAME 5 or so years ago. I'm currently working with Shmuley Hoffman from Hoffman Productions on 13 distinct video 'commercials' for CLIENT NAME, where I serve as Camp Director. We've actually worked with Shmuley on two videos in the past ([The Magic of Morasha](#) & [Built on Values](#)) and we've rehired him for this extensive video work because he's one of the most unique, talented, and creative guys in the field. What makes him unique is not only that his videos are superb quality, memorable, out-of-the-box and that he's a pleasure to work with. It's also that he's more than a producer/editor. He has an innate marketing talent that makes him a "one shop stop." It's like hiring a video company and marketing agency in one. His creative ideas and visual talent, paired with his superb marketing sense is hard to come by. You'll get a guy that works hard and a product that works well. He's a perfectionist and won't finish a project until you're completely satisfied. He's responsible, professional, and passionate with everything he does. I just thought a recommendation can be mutually beneficial for both you and Shmuley.

The best of luck with your search, CLIENT NAME

Dear Mr. Client Name,



I have been lucky enough to work with Shmuley Hoffman on a video project for the CLIENT NAME, and I can recommend him highly. The goal of this project was to show that the CLIENT NAME is much more than a hechsher, and to highlight many of the programs we run that maintain and support Jewish life, from CLIENT NAME to the CLIENT NAME Press, to CLIENT NAME, and back to kashrus. Besides Shmuley's professional ability in filming, editing and directing, I was most impressed by his concept. The iPad and iPod theme was simple enough, but it managed to unify the different aspects of the CLIENT NAME reach into one clear message: the CLIENT NAME is Jewish life. What, in anyone else's hands, could have turned into a monotonous list, became a living adventure in Shmuley's creative hand. I wish you hatzlacha in your endeavor; you will surely achieve it with Mr. Hoffman's help.

Dear Mr. Client Name,



I am the Director of Communications at CLIENT NAME Children's Home and Family Services and was recently contacted by Shmuley Hoffman to provide a reference for his services. Firstly, to make clear Shmuley is of German extraction - and not French! CLIENT NAME makes many high-end videos every year and Shmuley has been the top director/producer for our videos the last years – videos that have always exceeded expectations and our communications objectives.

I was first introduced to him through two of his competitors. I soon discovered that they charged more than he did - and thus hired him to directing do the filming and editing. Shmuel is both exceptionally creative and cost-focused. Together we've worked on a variety of projects for CLIENT NAME, including a music video, a POV video showing a day in the life of the staff members of CLIENT NAME, a more existential piece whose goal was to be more thought-provoking than commercial, and a tear-jerking Channukah video. He pulled off the different genres with passion, excitement, and clarity. He nailed the tone of each one. If I am not mistaken, Shmuley used to be a professional violist – and won awards for his emotional ability on the instrument. I would say this depth transfers to his video work; CLIENT NAME has received countless comments on the emotion people feel while watching his work, whether it's happy, thoughtful, or touched to the point of crying. As we know, emotion transfers to name recognition, and with Shmuel's help, CLIENT NAME has continued to grow in success on the marketing front. So many other organizations on seeing our videos have asked who produced them – and I , sometimes reluctantly – convey is Shmuley Hoffman! We could not (and would not) have done it without him.Yours,

CLIENT NAME