



CLIENT: Peak Performance Chiropractic & Wellness
FUNNEL COUNT: 5

Notes for the Videographer | Notes for the Editor | Notes for your Team

You are responsible for coordinating, scheduling, and setting up all people, props, and locations.

Photos & Clips may be sent to [This Dropbox](#) - Please email me when sending anything in so I may save it to your project files! Thank you!

- Please be sure to send your files as an MP4 or MOV file.

Funnel 1 - About Us

Video 1: Dr. Juliana on Camera Intro

Hi, I'm Dr. Juliana Marciniak, and I'm thrilled to introduce you to Peak Performance Chiropractic and Wellness. Our team is dedicated to helping you achieve optimal health, allowing your body to perform at its best.

With our comprehensive chiropractic and medical massage services, we provide personalized care that allows your body to (operate at its peak) perform at its best. Let's start your journey towards a healthier life today!.

Shots Required:

F1V1C1 MS Dr. on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have Dr. say and spell name and title before reading lines

EDITOR-Lower third with name and title: Dr. Juliana

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Video 2: Office Overview

CGI (V/O)

We're proud to offer Greater Buffalo a one-stop destination for quality comprehensive chiropractic and medical massage. With a team of 9 skilled medical therapists and ongoing education, we ensure the highest level of care.

From chiropractic adjustments to therapeutic massage, our services are designed to improve your overall health. Experience the benefits of our integrated approach to wellness at our state-of-the-art facility.

Shots Required:

- F1V2C1 EXT. WS/MS Peak Performance building and sign
- F1V2C2 MS Receptionist greeting patient in lobby, smiling-show reverse angle also
- F1V2C3 WS/MS Group shot with staff smiling into camera
- F1V2C4 MS Dr. educating client, smiling-show reverse angle also
- F1V2C5 MS Adjustment being made
- F1V2C6 MS Client having massage done

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Video 3: Why Choose Us

CGI (V/O)

Choosing the right healthcare provider is crucial, so we offer compelling reasons to trust us.

Enjoy free consultations to discuss your needs, immediate appointments for your convenience, and affordable care options.

We are licensed and certified in New York State, and most insurances are accepted, including no-fault car accident claims.

Discover why our patients choose us for their chiropractic and medical massage needs.

Shots Required:

- F1V3C1 MS Dr. greeting client as they enter facility, smiling-show reverse angle also
- F1V3C2 WS/MS Dr. having consultation with patient, smiling-show reverse angle also
- F1V3C3 MS Client filling out paperwork in lobby, smiling
- F1V3C4 MS Licensed and certified certificate in office
- F1V3C5 MS Receptionist answering phone, talking with patient, smiling

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Video 4: Testimonial

The team here truly cares about your well-being and goes above and beyond to help you. I highly recommend their chiropractic and medical massage services.

Shots Required:

F1V4C1 MS Client on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have client say and spell name before reading lines

EDITOR-Lower third with name and Satisfied Client

EDITOR-Text on screen with logo and contact information:

Website:
peakperformancechiropracticwny.com

Video 5: Gift Cards

CGI (V/O)

Give the gift of wellness with our Peak Performance Chiropractic and Wellness gift cards.

Treat your loved ones to the benefits of chiropractic care and medical massage, tailored to their specific needs. Show your care, visit our website and purchase a gift card today!

Shots Required:

CGI stock footage of gift giving:
<https://www.storyblocks.com/video/stock/man-giving-surprise-gift-to-his-wife-at-home-bz0hxg-4pmjokslxc3>

F1V5C1 MS Patient walking into building, smiling

F1V5C2 WS/MS Adjustments being made-multiple takes/angles

F1V5C3 MS Massage being done-multiple takes/angles

EDITOR-Text on screen with logo and contact information:

Website:
peakperformancechiropracticwny.com

Video 6: Call to Action

CGI (V/O)

If you're ready to prioritize your health and well-being, take the first step today. Call us at 716-335-9711 to schedule an appointment or ask any questions you may have.

Our friendly staff is here to guide you and help you achieve peak performance in your life. Don't wait—contact us now!

Shots Required:

F1V6C1 EXT. WS/MS Peak Performance building and sign

F1V6C2 MS Receptionist answering phone, assisting patient, smiling

F1V6C3 WS/MS Group shot with staff smiling into camera

EDITOR-Text on screen with logo and contact information:

Website:
peakperformancechiropracticwny.com

Funnel 2 - Our Team-Doctor Bios

Video 1: Dr. Juliana Marciniak on cam bio

Hi, I'm Dr. Juliana Marciniak, owner and operator of Peak Performance, and a licensed Doctor of Chiropractic with 11 years of experience.

At Peak Performance Chiropractic and Wellness, I combine my chiropractic education with sports medicine and personal training experience. Come visit me and let's start working together towards a pain-free life!

Shots Required:

F2V1C1 MS Dr. Marciniak on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have Dr. say and spell name and title before reading lines

EDITOR-Lower third with name and title:

Dr. Juliana Marciniak

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Video 2: Dr. Jennifer Gilmore on cam bio

Hi, I'm Dr. Jennifer Gilmore, a Chiropractor At Peak Performance. I specialize in caring for patients with musculoskeletal conditions all while keeping current with the most effective and efficient treatments for my patients.

Come visit me and let's work together towards your health goals!

Shots Required:

F2V2C1 MS Dr. Gilmore on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have Dr. say and spell name and title before reading lines

EDITOR-Lower third with name and title:

Dr. Jennifer Gilmore

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropractic

wny.com

Video 3: Dr. Hannah Yorks on cam bio

Hi, I'm Dr. Hannah Yorks, a licensed Doctor of Chiropractic. I specialize in treating issues related to the neck and back, among other musculoskeletal conditions. From kinesiology taping to perfecting your golf swing, I take a keen interest in individualizing treatments.

Come visit me and let's start working together towards a healthier you!

Shots Required:

F2V3C1 MS Dr. Yorks on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have Dr. say and spell name and title before reading lines

EDITOR-Lower third with name and title:

Dr. Hannah Yorks

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.co

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<p><u>Video 4: Dr. Matthew Bauman on cam bio</u></p> <p>Hi, I'm Dr. Matthew Bauman, an experienced Chiropractic Specialist. I have worked in various settings, including Pain Management, Nursing Homes, alongside collegiate athletes, and as a college professor. I serve as a Medic in the Air Force National Guard and was named Airman of the Year for 2021.</p> <p>Come visit me and start your journey towards better wellness today!</p> <p>Shots Required: F2V4C1 MS Dr. Bauman on camera, multiple takes, nice backdrop VIDEOGRAPHER-Please have Dr. say and spell name and title before reading lines EDITOR-Lower third with name and title: Dr. Matthew Bauman EDITOR-Text on screen with logo and contact information: Website: peakperformancechiropracticwny.com</p>	<p><u>Video 5: Dr. Kaylee Marchitte on cam bio</u></p> <p>Hi, I'm Dr. Kaylee Marchitte, a Chiropractic Physician with a passion for helping patients heal naturally. I am trained and specialize in Webster technique, as well as perinatal and pediatric care.</p> <p>Come visit me and start your journey towards better health!</p> <p>Shots Required: F2V5C1 MS Dr. Marchitte on camera, multiple takes, nice backdrop VIDEOGRAPHER-Please have Dr. say and spell name and title before reading lines EDITOR-Lower third with name and title: Dr. Kaylee Marchitte EDITOR-Text on screen with logo and contact information: Website: peakperformancechiropracticwny.com</p>	<p><u>Video 6: Dr. Sarah Novotny on cam bio</u></p> <p>Hi, I'm Dr. Sarah Novotny a Chiropractic Physician, a Precision Nutrition Level 1 coach, and a CrossFit Level 2 trainer.</p> <p>I love working with anyone trying to improve their everyday life and activities</p> <p>Come visit me and up your "A game"!</p> <p>Shots Required: F2V6C1 MS Dr. Novotny on camera, multiple takes, nice backdrop VIDEOGRAPHER-Please have Dr. say and spell name and title before reading lines EDITOR-Lower third with name and title: Dr. Sarah Novotny EDITOR-Text on screen with logo and contact information: Website: peakperformancechiropracticwny.com</p>
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<p><u>Video 7: Call to action</u></p> <p>CGI (V/O)</p> <p>If you're ready to prioritize your health, take the first step today. Call us at 716-335-9711 or visit our website to schedule an appointment with one of our expert chiropractors.</p> <p>Our team at Peak Performance Chiropractic and Wellness is dedicated to helping you achieve optimal wellness. Let us help you feel your best!</p> <p>Shots Required: F2V7C1 MS Receptionist greeting patient in lobby, smiling-show reverse angle also F2V7C2 WS/MS Group shot with staff smiling into camera F2V7C3 WS/MS Dr. having consultation with patient, smiling-show reverse angle also EDITOR-Text on screen with logo and contact information: Website: peakperformancechiropracticwny.com</p>		
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Funnel 3 - Services

Video 1: Medical Massage Therapy Overview

CGI (V/O)

At Peak Performance Chiropractic and Wellness, our medical massage therapy focuses on restoring function and relieving pain.

With our skilled therapists, you can enjoy the benefits of pain relief, improved circulation, and enhanced overall well-being. Discover the healing power of medical massage therapy today!

Shots Required:

F3V1C1 EXT. WS/MS Peak Performance building and sign

F3V1C2 INT. WS/MS Pan Upstairs medical massage area

F3V1C3 MS Door opening to reveal treatment room set up for appointment on display

F3V1C4 MS Therapist working with client-multiple takes/angles

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Video 2: No Fault Car Accidents

Jerry Galvez-Licensed

Massage Therapist on cam

If you've been involved in a no-fault car accident, we're here to help.

Our experienced massage therapists specialize in musculoskeletal techniques that help to alleviate pain resulting from car accidents. Let us provide you with the comprehensive care you need to recover and regain your quality of life.

Shots Required:

F3V2C1 MS Jerry on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have Jerry say and spell name and title before reading lines

EDITOR-Lower third with name and title:

Jerry Galvez, Licensed Massage Therapist

B-roll to show over on camera read:

F3V2C2 MS Jerry working with car accident client during appointment-multiple takes/angles

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Video 3: Cupping

Molly Reed-Licensed Massage Therapist on cam

Discover the ancient healing technique of cupping at Peak Performance Chiropractic and Wellness. We use this gentle therapy to promote relaxation, relieve muscle tension, enhance circulation, and reduce pain.

Experience the rejuvenating benefits of cupping therapy and achieve a greater sense of well-being.

Shots Required:

F3V3C1 MS Molly on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have Molly say and spell name and title before reading lines

EDITOR-Lower third with name and title:

Molly Reed, Licensed Massage Therapist

B-roll to show over on camera read:

F3V3C2 MS Molly working with cupping client, using cupping technique, multiple takes/angles

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

<p><u>Video 4: Couples Massage</u> Donelle Falco-LMT on cam We believe wellness should be shared. Treat yourself and your loved one to a relaxing and revitalizing couples massage.</p> <p>Experience deep relaxation, improved connection, and a renewed sense of harmony. Rekindle the spark of well-being together!</p> <p>Shots Required: F3V4C1 MS Donelle on camera, multiple takes, nice backdrop</p> <p>VIDEOGRAPHER-Please have Donelle say and spell name and title before reading lines</p> <p>EDITOR-Lower third with name and title: Donelle Falco, Licensed Massage Therapist</p> <p>B-roll to show over on camera read: F3V4C2 MS Donelle working with clients during couples massage appointment-multiple takes/angles</p> <p>EDITOR-Text on screen with logo and contact information:</p> <p>Website: peakperformancechiropracticwny.com</p>	<p><u>Video 5: Prenatal Massage</u> Chantal Elliott-LMT on cam Our prenatal massage therapy offers relaxation, relief from discomfort, improved sleep, and enhanced well-being for both you and your baby.</p> <p>Pregnancy is a beautiful journey, and we're here to support you every step of the way.</p> <p>Shots Required: F3V5C1 MS Chantal on camera, multiple takes, nice backdrop</p> <p>VIDEOGRAPHER-Please have Chantal say and spell name and title before reading lines</p> <p>EDITOR-Lower third with name and title: Chantel Elliot, Licensed Massage Therapist</p> <p>B-roll to show over on camera read: F3V5C2 MS Chantel working with client during appointment-multiple takes/angles</p> <p>EDITOR-Text on screen with logo and contact information:</p> <p>Website: peakperformancechiropracticwny.com</p>	<p><u>Video 6: Hot Stone & Cold Stone</u> Jesse Hardy-LMT on cam Experience the blissful combination of therapeutic relaxation and rejuvenation with our hot stone and cold stone massage therapies.</p> <p>Let the warmth of hot stones and the cooling sensation of cold stones melt away tension, reduce inflammation, and ignite your body's natural healing abilities.</p> <p>Shots Required: F3V6C1 MS Jesse on camera, multiple takes, nice backdrop</p> <p>VIDEOGRAPHER-Please have Jesse say and spell name and title before reading lines</p> <p>EDITOR-Lower third with name and title: Jesse Hardy, Licensed Massage Therapist</p> <p>B-roll to show over on camera read: F3V6C2 MS Hot stones being placed on client's back during appointment</p> <p>EDITOR-Text on screen with logo and contact information:</p> <p>Website: peakperformancechiropracticwny.com</p>
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Video 7: Himalayan Salt Stone

Molly Reed-LMT on cam

Immerse yourself in the healing powers of Himalayan Salt Stone Massage.

The gentle warmth and mineral-rich properties of the salt stones promote detoxification, improve sleep, and deep relaxation. Experience the rejuvenating benefits of this natural therapy today

Shots Required:

F3V7C1 MS Molly on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have Molly say and spell name and title before reading lines

EDITOR-Lower third with name and title:

Molly Reed, Licensed Massage Therapist

B-roll to show over on camera read:

F3V7C2 MS Molly using salt stones during appointment-multiple takes/angles

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Video 8: Fire & Ice

Cristie Nowinski-LMT on cam

Ancient wisdom meets modern therapy with our Fire and Ice treatment.

By applying alternating hot and cold therapy to specific reflex points, this rejuvenating technique improves circulation, relieves tension, and restores balance within your body.

Shots Required:

F3V8C1 MS Cristie on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have Cristie say and spell name and title before reading lines

EDITOR-Lower third with name and title:

Cristie Nowinski, Licensed Massage Therapist

B-roll to show over on camera read:

F3V8C2 MS Cristie working with fire and ice client during appointment-multiple takes/angles

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Video 9: Reflexology

Emily Jarnot-LMT on cam

Unlock the healing potential from within through reflexology. By applying pressure to reflex points on the feet, this therapy stimulates various organs and systems in the body.

Rebalance your energy and promote overall well-being at Peak Performance Chiropractic and Wellness

Shots Required:

F3V9C1 MS Emily on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have Emily say and spell name and title before reading lines

EDITOR-Lower third with name and title:

Emily Jarnot, Licensed Massage Therapist

B-roll to show over on camera read:

F3V9C2 MS Emily working with client during appointment-multiple takes/angles

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Video 10: Lymphatic Drainage

Cristie Nowinski-LMT on cam

Experience the revitalizing benefits of lymphatic drainage massage. This gentle and rhythmic technique helps promote detoxification, reduce swelling, and boost your body's natural healing processes. Discover how lymphatic drainage can enhance your well-being today!

Shots Required:

F3V10C1 MS Cristie on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have Cristie say and spell name and title before reading lines

EDITOR-Lower third with name and title:

Cristie Nowinski, Licensed Massage Therapist

B-roll to show over on camera read:

F3V10C2 MS Cristie working with client during appointment-multiple takes/angles

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Video 11: Cranial Sacral & Visceral Massage

Massage Therapist

Christopher Gilbert on cam

Craniosacral and Visceral Massage therapies focus on releasing tension, realigning the body, and promoting optimal function of the cranial and visceral systems.

Experience the deep relaxation and restoration these therapies can bring at Peak Performance Chiropractic and Wellness.

Shots Required:

F3V11C1 MS Christopher on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have Christopher say and spell name and title before reading lines

EDITOR-Lower third with name and title:

Christopher Gilbert, Licensed Massage Therapist

B-roll to show over on camera read:

F3V11C2 MS Christopher working with client during appointment-multiple takes/angles

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Video 12: Call to action

CGI (V/O)

Now that you've seen what we can provide, the next step is yours. Call us at 716-335-9711 or visit our website to schedule an appointment and experience the exceptional care at Peak Performance Chiropractic and Wellness. Let us help you achieve your wellness goals!

Shots Required:

F3V12C1 MS Receptionist answering phone, assisting client, smiling

F3V12C2 Over the shoulder MS Client clicking on "Book an Appointment" tab on website

S3V12C3 EXT. WS/MS Group shot with staff smiling into camera

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Funnel 4 - Testimonials

Owner-Dr. Juliana

Welcome to our testimonial chapter at Peak Performance Chiropractic & Wellness. Take a moment to listen to real people sharing their experiences and the relief they found with our services.

Discover how we can help you on your journey to wellness.

Shots Required:

F4V1C1 MS Dr. on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have Dr. say and spell name and title before reading lines

EDITOR-Lower third with name and title:
Dr. Juliana

EDITOR-Text on screen with logo and contact information:

Website:
peakperformancechiropracticwny.com

cam-Car accident testimonial-Margaret -NEED TO FILM 12/11

After my car accident, the chiropractic and medical massage sessions at Peak Performance helped me find relief from the pain and discomfort.

Thanks to their compassionate care and expert treatments, I feel like myself again.

Shots Required:

F4V2C1 MS Client on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have client say and spell name before reading lines

EDITOR-Lower third with name and Satisfied Client

EDITOR-Text on screen with logo and contact information:

Website:
peakperformancechiropracticwny.com

Peter via OpenReel

I can't thank you enough for the incredible care I received. From pain relief to improved functionality, the dedication and expertise of your team made all the difference in achieving optimal wellness.

Shots Required:

F4V3C1 MS Client on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have client say and spell name before reading lines

EDITOR-Lower third with name and Satisfied Client

EDITOR-Text on screen with logo and contact information:

Website:
peakperformancechiropracticwny.com

Video 4: Employee testimonial-Alicia Durante, Office Manager & Receptionist

I've seen our practice really blossom to become a place patients count on as a one stop destination for healing and wellness. There's a real family atmosphere here that patients pick up on and want to be a part of our family too.

Shots Required:

F4V4C1 MS Client on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have client say and spell name before reading lines

EDITOR-Lower third with name and Satisfied Client

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Video 5: Lead Therapist testimonial Cristie Nowinski LMT

As the lead therapist at Peak Performance Chiropractic & Wellness, I am privileged to witness firsthand the positive impact our treatments have on our patients' lives. Building professional relationships with our guests is key to our success.

Trust us to help you on your healing journey.

Shots Required:

F4V5C1 MS Client on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have client say and spell name before reading lines

EDITOR-Lower third with name and Satisfied Client

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Video 6: Written testimonial montage as TOS-using reviews from website

Dr. Marciniak and her practice are something special. I feel seen and heard, if that's what you are looking for.... This place is it.

~Nicoelyne

I couldn't be more in love with a team of professionals in my whole life. The knowledge, intention and cultivation of skills that every person in that building has created for themselves is truly rare, extremely accessible, healing and inspiring!

~Allegra

One stop shop whenever I'm in pain !! I usually receive chiropractic and massage services the same day and leave feeling totally pain free !

~David

"If you have a problem, these are the people that you need to see ASAP."

-Chris J.

"Give Peak Performance Chiropractic a chance to help you live your life to the fullest!!"

- Jessica Wellings

Shots Required:

EDITOR-Montage on screen with written reviews as text on screen from above

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Video 7: Call to Action

CGI (V/O)

Your well-being deserves priority. Don't wait any longer to start your *own* journey towards peak performance.

Contact Peak Performance Chiropractic & Wellness now to schedule your appointment. Your path to wellness begins today!

Shots Required:

F4V7C1 WS/MS Dr. having consultation with client, smiling-show reverse angle also

F4V7C2 EXT. WS/MS Peak Performance building and sign

F4V7C3 WS/MS Group shot with staff smiling into camera

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Funnel 5 - Community Service

Owner-Dr. Juliana

Hello, I'm Dr. Juliana Marciniak, and welcome to Peak Performance Chiropractic & Wellness. Along with providing top-notch care, we believe in giving back to the Buffalo community. Join us as we strive to make 716 a better place to live and raise a family. We strive daily to make the city of good neighbors, the city of good health.

Shots Required:

F5V1C1 MS Dr. on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have Dr. say and spell name and title before reading lines

EDITOR-Lower third with name and title:

Dr. Juliana

B-roll to show over on camera read:

F5V1C2 WS/MS Dr. having consultation with client, smiling-show reverse angle also

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

us apart-Dr. Hannah Yorks on cam

At Peak Performance Chiropractic & Wellness, we pride ourselves on our dedication to quality care. Our comprehensive approach combines chiropractic techniques, rehabilitation exercises, and lifestyle guidance to address your specific needs. Experience the Peak Performance difference that sets us apart.

Shots Required:

F5V2C1 MS Dr. on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have Dr. say and spell name and title before reading lines

EDITOR-Lower third with name and title:

Dr. Hannah Yorks

B-roll to show over on camera read:

F5V2C2 WS/MS Dr. working with patient, performing various techniques/using equipments-multiple takes/angles

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

Bauman on cam

I'm Dr. Matt Bauman, a Volunteer Firefighter and member of the National Guard.

At Peak Performance Chiropractic & Wellness, we believe in making a difference beyond our practice. Through community service, and partnerships with local organizations, we support and care for those in need, embodying our commitment to serve.

Shots Required:

F5V3C1 MS Dr. on camera, multiple takes, nice backdrop

VIDEOGRAPHER-Please have Dr. say and spell name and title before reading lines

EDITOR-Lower third with name and title:

Dr. Matt Bauman

B-roll to show over on camera read

Client supplied photos/footage of past community involvement done-3-5 photos needed

EDITOR-Text on screen with logo and contact information:

Website:

peakperformancechiropracticwny.com

<p><u>Video 4: Blog-Dr. Jen Gilmore on cam talking about Wellness Wednesdays</u> Join me, Dr. Jen Gilmore, as we explore Wellness Wednesdays on our blog.</p> <p>Discover valuable tips and tricks for staying healthy and feeling good. Visit our Facebook and Instagram for daily insights on health tips, stretches, stress management, and more. Let us guide you on your journey to wellness.</p> <p>Shots Required: F5V4C1 MS Dr. on camera, multiple takes, nice backdrop</p> <p>VIDEOGRAPHER-Please have Dr. say and spell name and title before reading lines</p> <p>EDITOR-Lower third with name and title: Dr. Jen Gilmore</p> <p>B-roll to show over on camera read Client supplied photos/footage of past Wellness Wednesday sessions done with Dr. Gilmore</p> <p>EDITOR-Text on screen with logo and contact information: Website: peakperformancechiropracticwny.com</p>	<p><u>Video 5: Awards-Dr. Kaylee Marchitte on cam</u></p> <p>I'm Dr. Kaylee Marchitte, and I'm proud to share the awards we've received at Peak Performance Chiropractic & Wellness.</p> <p>These accolades represent our commitment to providing exceptional care and achieving positive outcomes for our patients. Trust your health in the hands of our award-winning team.</p> <p>Shots Required: F5V5C1 MS Dr. on camera, multiple takes, nice backdrop</p> <p>VIDEOGRAPHER-Please have Dr. say and spell name and title before reading lines</p> <p>EDITOR-Lower third with name and title: Dr. Kaylee Marchitte</p> <p>B-roll to show over on camera read: F5V5C2 MS Various awards won-multiple takes/angles</p> <p>EDITOR-Text on screen with logo and contact information: Website: peakperformancechiropracticwny.com</p>	<p><u>Video 6: Call to action CGI (V/O)</u></p> <p>Ready to prioritize your well-being and be part of a community that cares? Contact Peak Performance Chiropractic & Wellness at 716-335-9711 or complete the Book an Appointment Form to schedule your appointment. Together, let's make a difference in your health and the Buffalo community we all call home.</p> <p>Shots Required: F5V6C1 MS Patient walking into lobby, being greeted by receptionist, smiling-show reverse angle also F5V6C2 EXT. WS/MS Peak Performance building and sign F5V6C3 WS/MS Dr. working with patient, smiling-multiple takes/angles</p> <p>EDITOR-Text on screen with logo and contact information: Website: peakperformancechiropracticwny.com</p>
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LEGEND	
<p>INT: Interior Location EXT: Exterior Location WS: Wide Shot WMS: Wide Medium Shot MS: Medium Shot</p>	<p>MCU: Medium Close Up Shot CU: Close Up Shot V/O: Voice-over O/C: On Camera</p>
CLIENT NOTES	VIDEOGRAPHER NOTES

If anything needs to be staged, please have someone available to play the role of each mentioned person. This includes anyone giving a testimonial (if applicable). If any props and/or locations are needed to stage or set the scene, please have that prepared as well. Specific locations are to be chosen at the discretion of the client and videographer and is the responsibility of the client to have planned. CGI is not responsible for setting up people, props, or locations unless specifically noted on your shot list.

You may see some highlighted item(s) in yellow. If so, these items are information, photos (large .jpeg or .png format), footage, or logos that needs to be sent to us.

After reviewing shot list, please respond to my email with your approval or feedback for revisions. If you would like to discuss the shot list over the phone please call:
Producer - Pam Allen: 585.450.3283

After reviewing shot list, please respond with any questions you may have. If you would like to discuss the shot list over the phone please call:
Producer - Pam Allen : 585.450.3283

Please bring wireless mic for any on-camera testimonials or reads. Have each person do their read at least 3 times on camera.

Please shoot as much additional b-roll footage as possible within the allotted time. Shoot 2-3 takes of every shot listed above, each a MINIMUM of 6 seconds long.

If you need more time during the shoot, contact the producer before proceeding past the scheduled shoot time.

EDITOR NOTES

Notes in gray.