



# Branding Video for Positive Psychology Coaching Company

## PROJECT DETAILS

 Video Production

 Jun 2022 - Jun 2022

 Less than \$10,000

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*"Their turnaround time and quality end product were impressive."*

## PROJECT SUMMARY

LiFi Media Production, LLC created a branding video for a life coaching company. The goal was to communicate the coaching company's branding message easily. One person was assigned to work on this project.

## PROJECT FEEDBACK

The company received positive feedback for the branding video. It was easily posted on the client's website and social media platforms. LiFi Media Production, LLC was easy to work with; their resources were professional, personable, and responsive to feedback. Overall, the project was successful.



## The Client

Please describe your company and your position there.

I'm a Positive Psychology Life Coach who helps women use research backed tools to create more joy, ease and resilience in their life. I run group coaching, corporate workshops and worldwide retreats.



**Paula Sacco**

Positive Psychology Life Coach,  
Thrive Coaching & Retreats



**Wellness & Fitness**



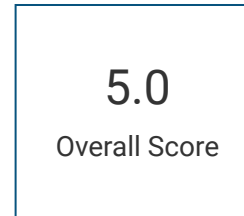
**Lexington, Massachusetts**

## The Challenge

For what projects/services did your company hire LiFi Media Production, LLC, and what were your goals?

I was looking to create a branding video that clearly communicated my message in a professional way.

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

How did you select this vendor and what were the deciding factors?

I was looking for a video company that created professional videos that look appealing and someone easy to work with.

Describe the video(s) and the process in detail, including the project steps and all stages of production.

We had a discovery call to talk about the project and another to set up the details of the shooting. Mike at Lifi was very responsive to my texts and was easy to work with.

Who did you work with and what was the feedback process like?

I worked with Mike who promptly produced an edited video from the video footage. I worked with him to make some minor edits which he turned around very quickly.

## The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

I received positive feedback on the video from my current clients. I was able to upload it easily to my website and use on social media platforms.

Describe their project management style, including communication tools and timeliness.

Mike is professional, personable and easy going. He responds quickly is open to feedback.





What did you find most impressive or unique about this company?

Their turnaround time and quality end product were impressive.

Are there any areas for improvement or something they could have done differently?

Perhaps a few more pre-production inquiries as to what I was important to capture on video, especially for testimonial videos.

