



Ways we can work together & Business Models

How We Work Together

Following are ways that you can work with Piehole.TV:

- **Overflow - Outsource.** Many organizations have enough internal staff to handle the normal workload, but need to outsource during the busiest times of the year, or when they get unexpected special projects--this applies to internal teams and agencies. Use Piehole.TV for your overflow work to get everything done on time, or so you don't have to turn down any work--just because your team is jammed.
- **Don't miss out on smaller projects (not profitable to do internally).** Many groups, especially agencies, will turn away some projects if they don't look profitable based on your criteria. Instead, many now refer work or clients to Piehole.TV so you don't miss out on the lead and can still help the new clients. Depending on the business model, this can also bring in additional revenue that would often be turned away.
- **Increase capabilities.** You may be turning business away if you do not already offer video services. An alliance with Piehole.TV can act as the video arm of your company.
- **Speed things up.** We are often called in to quickly fix another company's video (when it went wrong) or to dramatically speed things up when there is a tight deadline (affordably).

Business Model

There are a few ways you will benefit.

- **Refer Piehole.TV - make nothing (or offer client discount).** Some organizations (mainly consultants) will refer prospects to Piehole.TV and do not wish to make a referral fee. Instead, they just want to help their clients and leverage their sources, but prefer to remain neutral and not make a margin. Sometimes they will refer and ask for a discount

for their client--so they can provide a better deal as part of their service. Either way is fine--whatever works.

- **Refer Piehole.TV - make a "referral fee."** Piehole.TV offers a 20% referral fee paid to you for every person or company you refer to Piehole.TV that becomes a client and makes a video. Payment is typically sent within 15 days after client payment has cleared. There is a simple referral fee agreement that confirms how this is handled.
- **You are the primary, sub out the work (client isn't aware).** Your client does not always need to know that you are using external resources to create their video.
 - White label. You work directly with the client, we work with you. You can help with the project management, and provide all feedback from the client to us. Any marketing material, quotes or samples provided will be unbranded.
 - Or, Piehole.TV has your business card (actual or virtual), one of your email addresses, and attend the meets with or on your behalf. We are your video arm and do the work as your company.
- **You are the primary, sub out, client knows you are using Piehole.TV, you project manage, bill them.** You manage the project, but the the client knows Piehole.TV is making the video. Piehole.TV is able to attend calls directly or with you and your client and get a clear vision from the client as to what they want in their video.

Outsource – Part or All. Piehole.TV can help with all or any part of the video process:

- Outsource animation, live action, audio, talent scouting, location selection
- Outsource full production
- Outsource post-production

One of the reasons for selecting Piehole.TV is the flexibility. You get the same quality, same speed--using whatever business models works best for you. We're easy and ready to help.