4 elements for 4 corner of Europe is a Erasmus + KA 1 project funded by European Union. Project coordinator is NGO Urbana mladež (Urban youth) from Zagreb, Croatia, while partners are Sluzewski Dom Kultury (Hip-hop Aka Demia) from Warsaw Poland and NGO BirsEgyesület from Szombathely Hungary.

Dates of project 13.10. – 22.10. 2014. in Zagreb, Croatia.
Local partners on project are National University of Dubrava, NGO IN Flux from Zadar and Croatian Union of Youth.

SUMMARY OF PROJECT:

Topic of this project is how to turn your hobby and your passion into a private business. Throughout 10 days of lectures, workshops, positive examples and various games we have boosted up our business skills. Project was focused on different fields such as entrepreneurship, marketing, community management, project and program planning, public relationship, multimedia and hip-hop. Aim of this 10 days program was to gather theoretical knowledge, share practical experience and learn from each other’s wins and fails.

Please be free to use and share this e-book. We hope that it will help you turn your hobby and things you love to do into a real business or to help you improve your ongoing business and organization. As Confucius said long time ago; “Do what you love and you’ll never work a day in your life.”

Good luck!

CULTURAL ASPECT:

Another aspect of the project was convergence of cultural diversity between Poland, Hungary and Croatia. With intercultural nights, presentation of our culture and traditions and spending time together we strengthened unique European identity.
Urban Youth is a nonprofit organization whose main goal is participation of young people and development of their potential. We are organizing and implementing programs, projects and activities in the field of non-formal education and self-education, multimedia, urban culture and music and sports. Through all projects we put the emphasis on issues of education and increase employment, addiction prevention and suppression of violence and prejudice.

Urban Youth Association is guided by the principle “youth for youth” – our leaders and members are young people with strong desire to change community for better.

Służewski House of Culture – Poland, Warsaw

Służewski House of Culture is an institution dedicated to organizing various types of workshops for the local community in Warsaw Służew. Institution also organizes concerts, picnics, competitions, exhibitions and works in many divisions. One of the divisions is Hip - Hop Academy, which supports young people in the realization of their ideas. Young people increase their knowledge in all elements of Hip Hop culture (break-dance, beatbox, rap, DJ’ing, graffiti…). It created and executed a number of projects related to leisure time activities, the prevention of social pathologies, behavior disorders and prevention of drug abuse. Workshops related to the culture of Hip-Hop give young people the chance to develop themselves, gain new experiences and appear in the local community. For participants, their workshops are becoming a solution for disruptive behavior. They have worked with many different institutions such as: MONAR, Marathon Foundation, National Cultural Centre, Social Policy Office, Ministry of Justice, Ministry of Sport and Tourism.
Birs Egyesület

The BIRS Youth Helping Association was founded in 2010 with the aim of helping young people to solve their specific life problems, to help their social inclusion, and their development to healthy adult personality. Their primary goal is the dissemination of volunteerism, and support of youth participation and self-initiatives programs. In order to support young people, they want to adapt international good practice to develop the youth work.

In Flux

The IN FLUX Dance Association is mainly promoting, organizing and executing dance classes, especially street dance styles such as hip hop and break-dance. Coaches of the association are organizing workshops in different Croatian cities. Other activities are the organization of dance workshops with many different teachers from Croatia and other European countries, organization and execution of dancing competitions, dance performances and hip hop jams and other projects including show dance, graffiti, dj-ing and rapping. Most of the projects are humanitarian. The Association counts about 80 members aged 5 to 26 years, which are regularly taking dance classes within the association, all of them also being involved in the variety of projects organized and / or executed by the organization. IN FLUX Dance Association is collaborating with different institutions like schools, many NGOs, local government, radio stations, agencies, concert halls, sport clubs as well as dance groups and individual dancers in Zadar and other Croatian European with aim of developing and interconnecting dance, street art and youth culture on a local, regional, national and European level.
E – Book
“How to turn your hobby into a business”

CONTENT:

1. Strategic Planning
2. Financial planning
3. Marketing and Guerrilla marketing
4. Partnering up
5. Public relationship
6. On-line community management
7. Multimedia; Audio, Photo & Video
1. Strategic Planning

Step 0; You have idea what you want to do but do not know how to do it?

Step 1: Make your organization aka define a strategic plan for your idea!

To start building up your idea toward real project you need to ask yourself 3 questions;
1. Where are you now?
Think about your current strategic position and resources and come up with your mission, vision, and values.
2. Where are you going? What is your competitive advantage and what is your vision.
You must define direction where your organization is headed.
3. How will you get there?
Think of ways to connect where you are now to where you’re going. You do not need a lot of money for it, but you will definitely need to invest your time and energy. Put your strategic objectives, goals, plans and action items on a sheet of paper and think of how you’ll execute them.

- Mission and Vision;
Write in a few sentences what is the mission and vision of your organization

A mission statement tells us what your organization is all about, why do you exist while a vision statement tells us what your organization wants to achieve.

Mission Statement is focused on the present; it defines target group, critical processes and it informs others and you about the desired level of performance.

Vision Statement is about the future; serves us as a source of inspiration and motivation. Mostly it describes not just the future of the organization but also future of the market or community in which organization hopes to evolve and be a part of.

Example; 4 for 4 Dance Studio
Mission; Number one choice dance studio for youngsters between 5 and 14 years old who live in east side of Zagreb in neighborhood Dubrava. Focus on pre-school and elementary school kids.

Vision; To be recognizable and most trustworthy dance studio for kids in east part of town. To be a dance studio in which moms and dads would be thrilled to leave their children for dance courses. To offer a dance lessons with special care for children.

- Values and/or guiding principles:
This tells you what you stand for and believe in. Values lead your organization in its everyday business. You need to define core values and beliefs of your organization. What beliefs and values guide your everyday interactions? What are you and your team committed to?
Example; 4 for 4 Dance Studio

Values;
- Trustworthy
- Reliability
- Passion
- Fun
- Respect for the Individual
- Flexibility

Guiding principles;
- 4 for 4 Dance Studio takes care of youngsters educational and dance development. We are more than a dance studio. Our trainers also focus on children individual and personal development.
- We work in safe and caring environment with children safety on first place. Parents can leave children with us without any concerns. We are always on time and punctual.
- 4 for 4 Dance Studio believe that life is a dance show and dance show is a life! Passion is what makes the world go around, and we found ours. Please share with us passion toward dance…
- We guarantee fun for everyone… all our dance lessons are adapted for kids and youngster with focus on every individual. We also promote and include kids into cultural and dance scene of our community and city.
- 4 for 4 Dance Studio is here for all parents and youngsters, we will accompany your requests and needs as much as possible. Please be free to ask for anything

-Long-term strategic objectives:
Here you need to write what are your long term objectives, something that you want to accomplish in 3 or 5 years or more. Be bold but also try to be realistic. You know the saying; “Shoot for the moon. Even if you miss, you’ll land among the stars.” ~Les Brown

Write your strategic objectives as long-term, continuous strategic goals that help you connect your mission to your vision. You can focus on four areas: financial, customers, operational, and your staff. What do you need to do in order to achieve your vision?

Example; 4 for 4 Dance Studio

Long-term goals; 3-5 years
- To become recognizable and trustworthy kids dance studio in east part of Zagreb
- To make a good cooperation with preschools, elementary schools and other educational institutions
- To have professional educated trainers with diploma in kids education field
- To connect more with dance community in Zagreb
- To have satisfied parents who bring their children to the classes
- To have more than 150 youngster attending our dance lessons (10 groups)
- To have more various dance lessons and activities for kids (at least 5 different lessons and 3 extra activities)
- To start dance camps for kids
- To have year income more than 15 000 €
- To buy official van for the organization
- To have 2 full time employed persons in the organization

- Short-term goals/priorities/initiatives
Write your short term goals that are specific, measurable, responsible, attainable, and time bound. This goals need to convert the strategic objectives into specific achievements. Effective goals clearly state what you want to accomplish, when you want to accomplish it, how you’re going to do it, and who’s going to be responsible.

What must we do to achieve our long-term objectives in next 1, 2 or 3 years? We mostly make short term goals for one year period. Focus on clear outcomes for the current year.

Example; 4 for 4 Dance Studio

Short-term goals; 1 year
- To start cooperation with at least 3 new educational institutions
- To work on building an image of trustworthy kids dance studio
- To educate dance trainers in the field of children education
- To organize 3 events in Zagreb where our youngsters will have a performance
- To connect with public events in neighborhood and be a part of it with our dance shows
- To get 30 more youngsters on our dance lessons
- To start planning dance camps
- To start one new dance lesson
- To come up with a project for dance studio with which we could ask for funds from the city

- **Action items**
  Action items are actually concrete plans that set specific actions which leads to implementation of your goals. You should put start and end dates and appoint a person responsible for this action. It can be one person but usually it can’t work if your whole organization is not correlated with this plan. Action items need to be comprehensive enough to achieve your goals. You can go back to your mission, vision and strategy objectives to remind yourself what is that you want to accomplish with action items.

An Action Item 4 for 4 Dance Studio

What: Increase of 30 new users of dance lessons

Who’s responsible: A person in charge for promotion and partnership – director of PMP Studio.
Since our organization is small and non-profitable we have only few people working in it so that means that this people have to do a lot of work and be an “expert” in many fields.

How:  
1. Contacting 3 new educational institutions and making a promotion of our lessons to the parents and kids there.
2. Organizing public dance event in the center of Dubrava
3. Making a promotional campaign “Two kids for a price of one! Sounds good?”
4. Bring in a new recreational activity “parkour for kids”

When: Determine place time measures. If you are doing a market research study it can be completed in one month;
New service or product to be launched in 12 weeks, etc.
1. In August and September. Because schools start in September and before August there isn’t person in charge there.
2. In September. Because that is when we start with new groups.
3. In September, October and January. In September because that is when we start and form new groups and in October because that is a month after new users are already training so they can recommend us to their friends. In January because it is a time after winter holidays we can round up some new participants.
4. Promotion in August and start in September. Because that is a start of new training season.

When you add new services or products, you should conduct market research to make sure that the services and products are viable, that you understand demand and supply, that you have strong product differentiation and uniqueness, and that you are well positioned yourself on the market.
If your plan is to take away someone else’s share of the market you need to have something of higher value than whatever your competitor offers. Maybe better customer service, product or price, delivery or new brand, better reputation, etc.

Don’t let this big words scares you. Just do a search on internet about your competitors, see their advantages and disadvantages, learn from them, take a walk in your neighborhood, see where can you promote, who can be your partners, talk with people, etc. You just need to get into it and try.

In the end market research does not have to define your success, courage and luck can also play a big part. “Fortune favors the brave”

In action plans you should include your business financial budgets; costs, targets, deadlines, business performance measures, and who’s responsible for each action. Make sure that you split your action plan into small, do-able chunks of time and resources. Do reviews and update or improve your plan as you go along.

**Execution:** When you are executing your plan, you should identify issues that surround who manages and monitors the plan and how the plan is promoted, communicated and supported. How much are you ready to invest money, resources, and time to support your plan?

Analyze both the internal and external environments of your organization
Internal analysis (SWOT analysis)
A SWOT analysis is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a project or in a business venture. A SWOT analysis can be carried out for a product, place, service, industry or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.

Step 2: SWOT ANALYSIS OF 4 for 4 Dance Studio

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>What do you do well?</td>
<td>What could you improve?</td>
</tr>
<tr>
<td>What unique resources can you draw on?</td>
<td>Where do you have fewer resources than others?</td>
</tr>
<tr>
<td>What do others see as your strengths?</td>
<td>What are others likely to see as weaknesses?</td>
</tr>
<tr>
<td>Deliver reliable service</td>
<td>Insufficient involvement in dance scene and community</td>
</tr>
<tr>
<td>Having a partner which is a respectable House of culture</td>
<td>Weak cash-flow</td>
</tr>
<tr>
<td>with years of tradition</td>
<td>Not enough activities to back up dance lessons</td>
</tr>
<tr>
<td>Good partnership agreement</td>
<td>Not investing enough in marketing</td>
</tr>
<tr>
<td>Great geographic position</td>
<td>Not having a solid strategy and marketing plan</td>
</tr>
<tr>
<td>Easy reach toward target group</td>
<td>Not having a great reputation</td>
</tr>
<tr>
<td>Good and responsible trainers</td>
<td>Not enough motivated trainers</td>
</tr>
<tr>
<td>Great dance gym</td>
<td>Poor leadership</td>
</tr>
<tr>
<td>Multimedia knowledge and experience</td>
<td>Poor communication between management and staff</td>
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<tr>
<td>ICT knowledge and experience</td>
<td></td>
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<tr>
<td>Great personal network of contacts</td>
<td></td>
</tr>
<tr>
<td>USP – youngsters orientated marketing</td>
<td></td>
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<tr>
<td>Children care orientation</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>What opportunities are open to you?</td>
<td>What threats could harm you?</td>
</tr>
<tr>
<td>What trends could you take advantage of?</td>
<td>What is your competition doing?</td>
</tr>
<tr>
<td>How can you turn your strengths into opportunities?</td>
<td>What threats do your weaknesses expose you to?</td>
</tr>
<tr>
<td>Educational institutions in the city</td>
<td>Other dance schools in neighborhood</td>
</tr>
<tr>
<td>House of culture network</td>
<td>Relying completely on one partner</td>
</tr>
<tr>
<td>International orientated NGO</td>
<td>Cash-flow problems</td>
</tr>
<tr>
<td>Lot of space for development</td>
<td>Low living standard in Croatia</td>
</tr>
<tr>
<td>Cooperation with Youth union of Croatia (space)</td>
<td>Money crises in Croatia</td>
</tr>
<tr>
<td>Local and EU funds</td>
<td>Overall popularity of current dance lessons might lose its popularity</td>
</tr>
<tr>
<td>Dance camps</td>
<td></td>
</tr>
<tr>
<td>Dance performances and shows promotion (Local events)</td>
<td></td>
</tr>
<tr>
<td>Viral marketing (we have equipment and knowledge)</td>
<td></td>
</tr>
</tbody>
</table>

**Strengths:**
What advantages does your organization have?
What do you do better than anyone else?
What unique or lowest-cost resources can you draw upon that others can't?
What do people in your market see as your strengths?
What factors mean that you "get the sale"?
What is your organization's Unique Selling Proposition (USP)?
Consider your strengths from both an internal perspective, and from the point of view of your customers and people in your market.
Also, if you're having any difficulty identifying strengths, try writing down a list of your organization's characteristics. Some of these will hopefully be strengths!
When looking at your strengths, think about them in relation to your competitors. For example, if all of your competitors provide high quality products, then a high quality production process is not strength in your organization’s market, it’s a necessity.

**Weaknesses:**
What could you improve?
What should you avoid?
What are people in your market likely to see as weaknesses?
What factors lose you sales?
Again, consider this from an internal and external basis: Do other people seem to perceive weaknesses that you don’t see? Are your competitors doing any better than you? It's best to be realistic now, and face any unpleasant truths as soon as possible.

**Opportunities:**
What good opportunities can you spot?
What interesting trends are you aware of?
Useful opportunities can come from such things as:
Changes in technology and markets on both a broad and narrow scale.
Changes in government policy related to your field.
Changes in social patterns, population profiles, lifestyle changes, etc.
Local events.
A useful approach when looking at opportunities is to look at your strengths and ask yourself whether these open up any opportunities. Alternatively, look at your weaknesses and ask yourself whether you could open up opportunities by eliminating them.

**Threats**
What obstacles do you face?
What are your competitors doing?
Are quality standards or specifications for your job, products or services changing?
Is changing technology threatening your position?
Do you have bad debt or cash-flow problems?
Could any of your weaknesses seriously threaten your business?
When looking at opportunities and threats, PESTEL Analysis can help to ensure that you don't overlook external factors, such as new government regulations, or technological changes in your industry**1**

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**Source:** Mindtools.com, [http://www.mindtools.com/pages/article/newTMC_05.htm](http://www.mindtools.com/pages/article/newTMC_05.htm)
**External analysis** - Example PESTEL analysis PMP Dance studio

P- Political
Government in Croatia is not stable which is followed by the city politics where the dance studio is situated. Good relations with the city officials depend on the person in charge, their plans and personal connections between dance studio members and city officials. Dance studio depends on politics if they want a city space for their gym.

E- Economic
GDP in Croatia is stable if not slightly falling. Money fluctuation is bad and there is very high unemployment rate. This macroeconomic situation is good and bad for our dance studio. Good, because there is a big workers market for our new employees and bad because it is hard to get new members and have high fees.

S- Social
Croatian demographic picture shows that Croatians are mostly old population, but in the region where our dance studio is located we see that there are lot of young people who are our target population. Croatia is mostly catholic country with strong family values but at the same time a country very opened to the world ready to try new things, especially with the younger population.

T- Technological
Croatian people especially in Zagreb follow the technological trend of more developed countries. Very important is the fact that all young people are mobile phone, internet and social network users which enables our dance studio to use different modern and cheap promotion and marketing techniques.

E- Ecological
As our dance studio does not impact this segment, ecological laws and procedures are not relevant.

L- Legal
Croatian laws encourage student labor through very simple employment contract and low tax rate which is perfect for our dance studio as we want to employ students. Law on labor for non-students is a bit complicated and will have a slight impact on our dance studio administration in the future if we'll want to employ non-students.
2. Financial planning

Step 0: Develop a final concept for your project.
Step 1: Conduct different market analysis.

Cost – benefit analysis:

- Systematic approach to estimating the strengths and weaknesses of alternatives that satisfy transactions, activities or functional requirements for a business
- Commonly used for bigger and smaller projects that have some impact on general public, local societies or environment
- Simple to conduct
- Benefit:
  - Income from state/city budgets
  - Income from sponsors
  - Income from media
  - Growth of the employment rate
  - Valorization of cultural/historical heritage
  - Growth of the country political reputation
  - Better quality of life
  - Development of rural areas
  - Intercultural socialization
  - Education & etc.
- Cost:
  - Costs of building and using facilities
  - Costs of developing activities
  - Costs of facility maintains
  - Pollution
  - Growth of criminal activities
  - Intercultural intolerance

Example 4 for 4 Dance Studio
Benefit: promotion of healthy life and dance in the community, income from memberships, income from the community budget, promotion of social life and communication, creating great dancers, employment of people from the local community,
Cost: cost of rent, cost of employees, low interest for dance in the community, dance perceived as a „girl“ sport
Competition analysis:
  
  - Competition analysis refers to the competitors in your target market. From competitors we can learn a lot and use it for our project (how much their products cost, what is their quality, how do they sell, etc.)

Target group analysis:
  
  - Refers to your target audience. Through this analysis you have to learn what they think, what do they want and how much money are they willing to spend on your product or service. Normally they are conducted through paper pen surveys.

Example 4 for 4 Dance Studio:
Dance studio is located in the community where there are two more dance studios. They provide services in teaching different dance styles than 4 for 4 Dance Studio, but they have more members and higher prices as they are longer on the market. There is a large population for recruiting members as it is a big community. Target audiences are girls and boys from 5 – 14 y.o. There is a high interest for dance activities and potential members are willing to pay from 20 – 30€ per month for membership fees.

SWOT analysis: See under 1. Strategic planning

**Step 2: List all your cost and in numbers.**
Costs represent inputs of labor (manifested in money value), assets (liquid and fixed) and other services provided by others included in a business process.

Types of costs:

1. Material costs
2. Amortization costs
3. Direct costs (paychecks)
4. Other direct costs
5. General costs of making a product (production)
6. General cost of management and sales
7. Marketing costs
8. Profit
9. Taxes

Fixed costs – costs that are not influenced by every change of capacity usage

1. Absolute fixed costs - always stay the same no matter how much the capacities are used
2. Relative fixed costs – additional outputs in case the usage of capacities is higher
3. Average fixed costs – inversely proportional to the degree of capacity usage

Variable costs – costs that are influenced by every change of capacity usage

4. Proportional variable costs – change proportionally with the degree of capacity usage
5. Digressive variable costs – grow slower with the increase of capacity usage degree as they have a component of fixed costs in them
6. Progressive variable costs - grow faster with the increase of capacity usage degree

**Step 3: Make calculations for your project.**

- Distribution of cost on products or services as their carrier
- Used for calculation of product or service final price
- Structure of calculations is comprised of many elements
3. Marketing and Guerrilla marketing

Step 0: Come up with marketing plan for your idea / organization

We as a NGO’s and small organizations don’t have so much money for classical marketing so we are more focused on free marketing aka guerilla marketing. Of course it is not completely free but it is something that most of us can afford and it is enough for our needs. Please do believe that if you are ready to put your energy and time you can come up with better marketing campaign then organizations that have money but lack inspiration. It isn’t everything about the money…

Few words about marketing
Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer behavior and providing superior customer value. Generally speaking, an organization’s marketing planning process is derived from its overall business strategy. A marketing strategy considers the resources a firm has, or is required to allocate in effort to achieve an objective. Marketing covers; your company name, a determination regarding the sale of products or services, methods of manufacturing, color, size and shape of the product, packaging, avenue of the company, advertising, public relations, website, branding, signatures in the official e-mails, presentations, education for staff, plan development, winning new customers and much more.

The term guerrilla marketing is easily traced to guerrilla warfare, which utilizes atypical tactics to achieve a goal in a competitive and unforgiving environment. To overcome stronger enemy with special strategy. Guerrilla marketing - unconventional and inexpensive techniques with imagination, big crowds and a surprise element are used for marketing something, a popular example being flash mobs.

To come up with a new marketing campaign you should go through this steps;

First set your objectives
You need to know what you really want. The key to successful marketing is knowing precisely what you are trying to achieve. Also include real figures and commit to achievable timeframes.

Example: 4 for 4 Dance Studio
Objective; By the end of school year 2014/2015 we want to have 30 more participants on our dance lessons

Second you need to do is to define your target audience
Who will come for your services or buy your product? How old are those people, where do they live, women or men or both? Why would they come to you and not competitor, what do they like about you and what they don’t like? You should gather as much information as you can that are relevant to your business. You need to build up a picture of a good loyal customer. This will help you in targeting any marketing campaign, choosing the right
media and defining the messages you might want to shout about.
You can always make a questioner or simply talk with them to find out all of this.

Example; 4 for 4 Dance Studio
Target audience;
- Kids from preschool and elementary school (5 – 14 years). Actually we need to target their parents because they are the one who bring them to our lessons.
- Kids and parents interested in urban culture and dance activities
- Best places are schools and other educational institutions in east part of Zagreb

Third thing you need to do is evaluate the competition
You need to understand your competitors. You can learn from good or bad ones. Both can help you to understand about the business you are in and to consider ways you could market yourself differently. It also may help you to realize what makes your business unique.

You can think about: Their name and logo, reputation you think they have, first impressions when you interact with them, breadth of product or service and how it compares to yours, what kind of marketing you think they are doing, the type of customers you think they attract, what they seem to be doing better than you, what you do better than them, what makes you different

Consider what makes you unique? That is called a Unique Selling Point (USP) which will help you when you create messages for a marketing campaign. A USP should be a benefit to your customer.

You can do again more specific SWOT Analysis for this campaign. We explained how to do that in the first chapter of this e-book.

Forth step is to set a budget for your campaign
For budgeting you need to be realistic. Start with how much business is really out there for you and what are possible returns. From marketing you need to get more profit back than you spend on promotion. Try to work out how much money you make from a typical customer. Be realistic about possible outcomes Response to a marketing campaign can vary between receiving no responses at all to receiving a response rate as high as 30%. For direct mail campaigns to new prospects, typical response rates are often around 1.5% to 2.5%.

Example; 4 for 4 Dance Studio / Budget; 500 €

<table>
<thead>
<tr>
<th>Posters and flyers (200 €) Idea: find sponsors to cover this cost</th>
<th>Design made by our partner (free)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid FB add and google add (100 €)</td>
<td>Sharing campaign on social network and forums Making a competition who shares most of our material on social networks gets a month free membership Share info in on-line dance groups and other sources</td>
</tr>
<tr>
<td>Action</td>
<td>Description</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Send emails to our friends, family and current participants</td>
<td>Free PR article (come up with interesting story about club and kids and contact newspapers and portals to make a story about us) Contact friends who work in media</td>
</tr>
<tr>
<td>Paid add in local newspaper (100 €)</td>
<td>Free PR article (come up with interesting story about club and kids and contact radio shows to make a story about us) Contact friends who work in media</td>
</tr>
<tr>
<td>Paid add on local radio show (60 €)</td>
<td>Going to school and making presentations (giving out flyers)</td>
</tr>
<tr>
<td>2 weekends free dance lessons (2 x 2 hours)</td>
<td>Going to school and making presentations (giving out flyers)</td>
</tr>
<tr>
<td>40 euros (trainers extra fee)</td>
<td>Organizing a dance show and a flash mob in center of Dubrava for everybody (especially parents) with current participants.</td>
</tr>
<tr>
<td>Organizing dance free Jam in center of Dubrava for everybody to join.</td>
<td></td>
</tr>
<tr>
<td>Advertising on our media channels; web page, FB Fan page, etc.</td>
<td>Exchange web page banners with our partners</td>
</tr>
<tr>
<td>Advertising on partners media channels.</td>
<td></td>
</tr>
</tbody>
</table>

**Fifth step is to consider communication channels through which you will contact your target audience**

There are so many ways to reach target groups. You can go with advertising, word of mouth, sponsorship, direct mail, sales promotion, public relations, etc. You must decide which suit your campaign best.

Within advertising, we have TV, radio, outdoor posters and signage, buses, underground and other transport, newspapers, magazines and print, Yellow Pages and other directories, online options like sponsored links and banners, etc.

Start with the limitations; you know what you’re trying to achieve (from step 1), who you’re trying to reach (from step 2), what your competitors do (from step 3) and how much you think you have to spend (from step 4). This may well help you to define possible channels.

Example; 4 for 4 Dance Studio

Communication channels:
- Posters and flyers (schools and educational institutions for kids)
- Newspapers and magazines
- Radio shows
- Local events
- Our web page and partners web page
- Social networks
- Direct emails
- Public relations
- Word of mouth
Sixth step is to develop the right messages. Here is where you make a content of the campaign. Watch out that your messaging is effective. Pay attention to headlines and remember who you are talking to – who is your target audience. Why should anyone take notice? Make sure what are you advertising is interesting and will attract your target group. Pick one advantage and you promote that. Basically you have 3 seconds to grab people attention. Use wisely this 3 seconds. Any supporting text needs to overcome all the reasons they could decide not to respond. ‘It’s less expensive than you think… It’s easy to do… It will save you time and money…’ Some words are known to grab attention: free, bargain, bonus, discover, earn, easy, enjoy, exciting, exclusive, extra, fast, how to, learn, money, mystery, new, profit, sale, save, special, win! Keep your language in line with your audience, and keep it as concise as you can. Call people to action, tell them to buy now, call right away, sign in, hurry up, etc.

Example: 4 for 4 Dance Studio
Campaign message;
1. Message; “Two kids for a price of one! Sounds good?” (targeting parents)
2. Message: “Bring your friend and get free month membership” (targeting kids)

Seventh step is to project this image aka campaign
The best messaging in the world won’t work if it’s presented poorly. A photocopied message pinned to a pillar may damage your business, where a designed poster could enhance it. Watch out for first impressions. Human Resource professionals will tell you that most interviewers make up their mind about a candidate in the first 30 seconds. The same is true of your business. And the same will be true of any marketing campaign you launch. In the case of most businesses, your customers or clients buy into trust/image/reputation, as much as they do the product or service you offer. Don’t drop your standards when it comes to marketing materials. If you don’t have design skills, budget for a professional design agency. It’s important to include your business logo on all communications you send out to customers. The more customers and clients see your brand, the more they will identify with it and recognize the value you offer.
- Often pictures can convey something far quicker than words. With online photo libraries, it’s relatively quick to search for images and they can be very cost-effective. If your campaign hinges on a product shot, use a professional one provided by the manufacturer, or get a professional to take the pictures and try to get an interesting angle or innovative background to catch the eye.

Quality - in the end it is about the quality of your services or product. Do your best, improve every day and show that you love what you do. People will recognize that! Testing – before you lunch your campaign call few friends and try it on them. It is a fun thing to do...

Last step is monitor and measures
It is important to measure your results so that next time you can invest your money, time and energy into things that bring you more success. Maybe your campaign was excellent but communicational channels were wrong or vice versa. You will improve yourself by checking and monitoring.

“Here are just a few questions you can ask to try to decide what effect your campaign has had:
1. Did we meet the objective we set?
2. Are there measurable items like specialized URL links, coupons, or vouchers that are directly linked to the campaign?
3. Can I compare sales figures for the same period, year on year?
4. Have I noticed a difference in sales activity on products or services featured in the campaign?
5. Have I noticed a change in the type of customers I am now getting?
6. Can I see if spend per customer has changed over the period of the promotion?
7. Was there more footfall/traffic/phone calls/bookings/online visits during the period of the campaign?
8. Did customers give any feedback on specific elements of the campaign?
9. Have we created a sustained change in business or was it a short-term success?
10. Did your campaign cost less than the value of the new business it generated?”

²Source; How to get your new campaign off the ground. American Express
https://www.americanexpress.com/uk/content/merchant/pdf/marketing-and-resources/uk_marketing_guide.pdf
And you are done! 😊 For the final evaluation involve your team. Make sure you include everyone who helped you to create the campaign in the results process. Take their input on how things could be done better. What really worked and what didn’t? Think about what you have learned about your campaign, about your business, about your potential customers and what they really want from you.

**Think of how can you improve your marketing plan with some of the tools from guerilla marketing**

If you ask us guerilla marketing is just a creative thinking of people who have some knowledge of classical marketing. So, you did your first marketing plan and now is time to check out how creative can you be and exchange your money invest with invest of your time and energy.

One of important term in guerilla marketing is **fusion marketing** - co-operation in joint marketing campaigns with organizations that have equal chances and scale as you! It's all about finding partners that can help you and that you can help. Together you are stronger! And it's free!

Fusion marketing is the guerrilla saying, "Hey Mark, if you put my flyers in your shop I will put yours in mine." "Ivana, please tell your students about my dance schools I will tell mine about your mathematic instructions”

To make a fusion marketing you should do next;

a) Define your fusion partners
b) Figure out with your fusion partner what your offer will be
c) Write up a general letter of agreement.
   This doesn't have to be a major-league legal document, but the one thing that hinders an alliance is lack of communication. This assures who does what and gets what. It can be a simple e-mail exchange.
d) Package it up and start

Guerilla marketing is also focused on opting. Opting is to seek permission from the audience to advertise. In this way it is easier to sell your service or product. If you are NGO or small business your target isn't 50 000 people, it is few hundreds so you have advantage that you can actually focus on them and ask for their permission to advertise. Also remember to keep up good communication with your current costumers because they are the ones who make your business run and to them you can upsell again and again. They are source of your income. Make them feel like they are your friends and not just clients. Invest time, energy and money in this relationship also.

To find out what are 200 guerilla marketing weapons click on one of this links

http://www.qmarketing.com/articles/5-200-marketing-weapons

Source;
4. Partnering up

In past chapter we already talked about how important partnership is for marketing, but partnerships can be used for many other things. Lot of our NGO’s have started because we got invited by some bigger organizations to work with them. You would think why these big organizations need us? Well they do 😊, and if you want to progress you need them too.

To start partnering up, first you will need to construct a plan of your organization strategy and goals. Go through this information and make internal assessment where you will draw out reasons why and for what you need partnerships. Also think about what kind of partnership you need. They are two types of partnerships.

A general partnership is a partnership with only general partners. Each general partner takes part in the management of the business, and also takes responsibility for the liabilities of the business. A limited partnership includes both general partners and limited partners. A limited partner does not participate in the day-to-day management of the partnership and his/her liability is limited.

Assess what can your organization give to this partnership and what is your support capacity. Think of what do you need from partners. When you approach partners first tell let them you what can they give, and then you tell them what you need from them. Maybe they can give more then you are asking. Don’t be afraid to ask what you need from them. If you don’t manage to find right partners at first, look further.

Next step is to develop selection criteria and make a list of desired partners. Research them and find out all you can about them. When you have this list start contacting them and tell them about your offer. Be professional.

When you finally got partners you can start negotiating about conditions of the partnership; who gives what and when, decision making process, what are responsibilities of each partner, etc. This can be simple unofficial few pages agreement. More about partnership agreement on this links:

http://www.wikihow.com/Write-a-Partnership-Agreement
http://strengtheningnonprofits.org/resources/guidebooks/Partnerships.pdf

When you get all this done, make a plan to launch a partnership. For every partnership execute a working plan. It is essential to have good communication with your partners. You can always redesign strategies as needed. After you’ve started with a partnership it is good to think up indicators to measure partnership effects and value created. If you are satisfied put more effort into that partnership and if you are not satisfied change your conditions or a partner.

We wish you all the luck!
5. Public relationship

To have a successful business you need to know something about public relationships. It depends on type of organization that you have and with what kind of program will you deal with. But it is necessary to be professional when you communicate with your clients, target groups and media. Unfortunately in NGO's and small businesses one person is everything, from trainer to president, manager, marketing expert and PR person. You have to find time and possibilities to improve yourself in this area too. We will try to keep it short and simple for you.

Public relations (PR) is the practice of managing the spread of information between an individual or an organization and the public. The aim of public relations is to persuade the public, prospective customers, investors, partners, employees, and other stakeholders to maintain a certain point of view about it, its leadership, products, or services. Common activities include working with the press and supplying written content for news and feature articles together, arranging interviews with expert spokespeople, speaking at conferences, internal/employee communication, etc.


Press release is a very important mode of communication in today's era of technology when most arrangements can be held via e-mail. When writing one please pay attention on few things; do not underestimate the person to whom you are sending. Who do you send a letter? How much that person receives emails per day, why would they publish yours? Make sure the grammar is the correct. Watch out for visuals, it must be simple and clear. In the first paragraph, give them all what they need to know. After that, specify the rest.

*Parts that are recommended to include in press release are;*

1. **Letterhead/Logo**
   It’s a good idea to place your organization’s logo or letterhead at the top of your press release. This makes it easy for press staff to identify where the press release is coming from and it lends credibility to your news. Press release format is something you should consider when developing your brand standards.

2. **Contact Information**
   Once the press staff read your release, they may want to reach out to you or your organization for further information. Include contact information of the person on your team who can most effectively field media calls and emails.

3. **“For Immediate Release”**
   Most of the time, you’ll want your news to go public as soon as possible. In this case, you should include “For immediate release” toward the top of your document. This indicates to the press that there is no holding period for publication. If you decide to embargo, or request a stay of publication until a specific date, you must also indicate that as well.

4. **Headline and sub-headline**
   A headline is the opportunity to grab the reader’s attention. It should summarize what your news is about and encourage the reader keep reading. The sub-headline should describe the headline in more detail. Both are typically written in the subject-verb-object format and should be around 70 characters at most.
5. Dateline
The dateline includes the date as well as the city and state (see AP Style guide) where the press release is being issued, and it precedes the first paragraph of the release.

6. Body
The body is where the news story is written. The first paragraph should succinctly summarize the entire story, clearly articulating who, what, when, where, why, and how the story happened (or will happen). Subsequent paragraphs describe those same elements in further detail. Though there are ways to frame these details to provide a certain angle to the story, it is important to write facts only. The body is not a place for inserting opinions on an issue—this portion should be easy for media to publish directly.

7. Quote
Press releases should be fact-driven, but you will often want to include some formal opinion about the issues from your organization. A quote from an organizational representative (usually a director or lead on a project) is a good way to achieve this editorial edge. You may also consider including a quote from a third party who can add credibility to your story. This may be a content expert, a community leader, or a constituent affected by your story. Make sure your titles are formatted properly, and don’t let quotes overshadow the facts—instead use them to highlight and support the narrative you’ve written.

8. Boilerplate
The boilerplate is a few sentences at the end of your press release that describes your organization. This should be used consistently on press materials and written strategically, to properly reflect your organization.

9. ###
This indicates the end of the press release so that the journalist or editor doesn’t miss any information. If your release is longer than one page, insert “--more--” at the bottom of each page preceding the last. °3


Here are some advices for a good press release;

- Grab attention with a good headline
- Get right to the point in the first paragraph
- Include real numbers
- Make it grammatically flawless
- One page is best and two is the maximum
- Provide access to more information.

6. On-line community management

The way that we look at marketing via social networks is that here you can get creative and have approach similar to guerilla marketing. It is a platform to connect with new costumers and stay in good relationship with current ones. And it is free. It’s all up to you in what way you will get their attention and maybe even use them to share your material and good word about you further. There is a large number of social networks and even apps that you can use for this. Please think about which ones will serve your business best and focus on that ones.

Few words about online community management; a process of growing, building and guiding an online community on social media, or on an owned platform. Benefits that you can have from online community management are as followed. You can enhance product and brand loyalty and provide focus groups all the time. You can support specific social media campaigns and integrate your marketing campaigns onto your on-line profiles. You can build up a strong connection between your brand and your consumer and increase the traffic to your community areas and to the rest of your website. You can become more competitive on market. It helps you understand what people are saying about your business and products and you can also join the conversation and engage with your customers and users. It can help you develop a local brand presence in areas far away from home.
An online community manager builds, grows, and manages online communities, often around a brand or cause.

We will give you a sample plan to boost up your business with social networks. You can choose to do just some parts of it which might seem appeling to you or even add some of your ideas where you would like to connect with potential clients.

First you should make a profile on most important social networks; LinkedIn, Facebook and Twitter. If you have a web page talk with your admin to make you a blog section. If you don’t have it, start up a blog. You can do it at WordPress, typepad.com or some local blog site if your product and services are focused on local community. If you can design a blog yourself that would be great but if you cannot try to talk with friends who know something about this. In the end you can always hire somebody to do it for you. You can also sign up for feedburner www.feedburner.com to distribute your blog posts to search engines and other places.

Second thing you need to do is start putting the word out. Start writing your blog about topics relevant to your business. It would be great if you can do it once a day; it can take up to 30-60 minutes of your time. It is important not to stop once you start. Use this blogs to attract potential clients, share it on your web site, social network profiles and everywhere else you can. If you have mailing list of your clients let them also know about your blog. Also connect your Facebook, Twitter, LinkedIn and other networks directly to your blog with add buttons, links and all other features that your blog allows you. You can also make a deal with some local portals to publish your posts on their sites and for return you can promote them in your blogs or through other channels.
To shorten up your links or customize them you can use Tinyurl service. Go on http://www.tinyurl.com and try it.

Third thing you can do is visit other blogs and post blog comments. It is good to include your web address at the bottom of post because this will get you more visibility in search engines. You can also go to local forums and open or join a conversation relevant to your business. You can also share this discussion on your social network profiles.
Don’t forget to post regular updates on Twitter, Facebook, LinkedIn and other social networks. It is great to have a great communication with your clients. Tell them about your future plans, make some giveaways from time to time, open discussions, share some photos and videos, materials, etc. The best thing you can do is to create materials about your business that they will share themselves further.

Fourth step is to make a plan when and what are you going to do. Take at least 30 – 60 minutes per day to write a blog and share that through your social networks. Try to figure out when is the best day a day to share this. When are you clients on-line? You should also once a week research internet about new features and options for networking online or to improve your current networking. Try out new server and services, maybe some apps or other ways of communication with clients? New ways to linkage your current profiles? Stay updated with technology.

Be creative here, it’s all up to you. It is a free promotion.

Please visit FB profiles of our organizations;
https://www.facebook.com/hiphopakademia
https://www.facebook.com/urbanamladez?ref=bookmarks
https://www.facebook.com/pages/PMP-Studio/115796395199660?ref=bookmarks
https://www.facebook.com/birsegyesulet

For a sample plan and more information please visit;
7.1. Music studio & Audio production as a business

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Part 4: Recording software and VST plugins
Part 5: How to promote and sell music world wide
Part 6: Prospective competitors & pursuing your dreams to success

Introduction – What is music?
Before we start to talk about music studios and audio production we need to ask ourselves - what is music? Music is art form whose media is sound. When sound is controlled with rhythm, pitch (which governs melody and harmony), tempo, rhythm, articulation and dynamics we start to create music. We can’t see music, it is invisible media, but music can touch us both emotionally and physically. Music is tied into human emotions. It can trigger complex state of feelings such as happiness, love, hate, anger, confidence, sadness, guilt, empathy, pleasure, courage etc. Music is also connected to physiological responses within the body, including heart rate. Our heart rate is synchronized with tempo; therefore we start to feel numerous physiological changes almost instantly.

Next six parts will be adapted for students of „4 Elements for 4 corners of Europe“ and it will be suited both for beginners and semi-professionals.

Part 1 – Types of music studio
There are three different types of music studios;

1. Simple studio - which includes only three essential equipment (Laptop, headphones and midi keyboard)
   This type of studio is all you need to start your music career and become an entrepreneur. In other parts I will explain how to achieve this goal.

2. Modern home studio – advanced simple studio with more professional equipment and modern technology

3. Professional studio – this type of studio is designed with two separate rooms which are completely sound proof. First room is „live room“ where musicians play their songs and other room is called „control room“ where sound engineer/producer is recording and monitoring all instruments and vocals from live room

Part 2 – Essential equipment (low-medium price range, semi-pro quality)
You will need Laptop or PC/MAC with at least 4GB DDR of Ram.
Analog mixer, pair of active power speakers (monitors), midi keyboard/controller, headphones, dynamic or condenser microphone, recording software, VST instruments, sound card, noise isolation and last but not the least cables and adapters. Note that the best equipment is not the most expensive one or that which famous people use, but the best equipment is the one that you like the most.

Part 2.1 – Setup and connectivity
All instruments and microphones except midi keyboard should be connected into your mixer input. The midi keyboard must be connected directly into your sound card with midi cable or into USB port with USB cable. The main reason for midi keyboard is to play music and virtual instruments directly from your software. Mixer’s output goes into sound cards line input, and powered speakers (active monitors) are connected into sound cards output.

Part 2.2 – Microphones
Basically there are two different types of microphones - The dynamic microphones & condenser microphones. Dynamic mics are best use on stage and live performances due to their high, robust quality. Most popular dynamic microphone is Shure SM58 125,00€, an legendary industry standard with high versatile cardioid. Condenser mics are only used for indoor studio recordings for most demanding applications. Intended for vocal and general instruments. Condenser microphones offer the best sound recording due to their large diaphragm design and are much more expansive than dynamic. Due to their sensitivity, they also require an „Shock-Mount“ to deduct unwanted noises. Example of condenser microphone - Audio Technica AT4040 – 335,00€.

Part 2.3 – Midi keyboards and controllers
Today you don’t need to buy many different synthesizers and pianos due to modern technology of VST instruments. The only thing for simple start is a simple midi-keyboard connected to your PC/MAC. M-Audio: Axiom airmini 32(78,00€), Korg-Micro/Synthesizer/Controller X(350,00€), CME-UF5(200,00€) are just three simple examples of midi controllers. With one simple midi-keyboard you can control and play any VST instrument you can imagine. Sound quality depends on the quality of VST instrument as well as the content of the library. In part 4, you will learn all about virtual instruments.

Part 2.4 – Sound cards.
There are three different types of sound cards: PCI, FireWire and USB. The PCI sound card is connected directly into your motherboard, the most famous PCI card is M-Audio Audiophile 192/2496,(199,00€) The only flaw of PCI sound cards is that they tend to pick-up and record unwanted noises from motherboard, such as signals from processing units, therefore it is best to use external card such as fire wire and USB card. Many companies stopped producing firewire cards and the future is invested in USB cards because of their simple and universal USB connection.

Part 3 – Noise isolation
Every studio needs an noise isolation. Best noise isolator is specially designed foam with 3cm thickness with sharp textures to absorb and disperse noise waves, it is necessary both for your records and for your neighbors. Many studios use egg-boxes but they are not breaking up reflections from hard surfaces, they are ugly and insufficient as well as Styrofoam. Egg boxes are cheap and if combined with foam and wooden panel could become efficient sound isolator. Use can-sprays to color your gray egg boxes for better visual experience and Styrofoam is best to avoid at all costs due to lack of sound/noise absorption and it is easily damaged.

Part 4 – Recording software and VST instruments
Most popular rec. software around the world is Cubase, as well as Adobe Audition, PRO-Tools HD and FL Studio. Cubase 7.5 is overall VST friendly and the latest version 7.5 offers an option for Internet recording, which means for an example: Music producer from Croatia can record from his studio Vocals from Hungary and instruments from another band from Poland. Cubase price - 599,00€. FL Studio is as of 2014, the second most used digital audio workstation worldwide. All in one product, offers audio rec. & editing, arranging, mixing and mastering as well as it includes numerous VST plugins.(299,00€)

VST – Virtual Studio Technology: You don’t need to buy guitar processors, amplifiers, pre-amps, equalizers, pedals, controllers, synthesizers anymore. They are heavy, unpractical to handle, control and transport. Today the modern technology is so advanced that you can have all these hardware equipment digitalized and virtualized on your computer. Digital instruments offer low warm-up time, low time to switch between instruments, banks, patches and presets as well as it includes low audio latency (less than 5 MS). Sound quality is astonishing, CPU usage is low and they only require huge amount of free disc space and usually more than 4GB-DDR2 RAM. Best all in one VST product is „Native Instruments- Complete series “for 599,00 € you get 39 products, 12,000 sounds and over 240 GB of instruments and
effects. It is worth to mention that VST plugins don’t use much CPU power, the average CPU usage is around 8-15% for Quad processors.

Part 5 – How to promote and sell music world wide
For the sake of this presentation we will skip part of how to start recording because this is more advanced and individual subject, therefore we will move forward to finished record. How to make business from your hobby? When you are satisfied with your songs, the best way to promote your music is to upload them on YouTube, but, we all know that YouTube is video player so we need to convert your music format to video format suitable for YouTube player. We can do that with Adobe After Effects or Sony Vegas-Pro.

Next step is to create official website on (for an example) wix.com (it is free, simple and smartphone/tablet friendly) it also offers online store to sell your merchandise and music.

Step three is to open an Band Camp account, I-tunes and CD-Baby account and upload your product on their servers. Those companies will immediately start to promote your music worldwide; all transactions will go to you PayPal account.

Next great thing you need to do is to Co-operate with another artists to combine, connect and create new art and work together for same purposes: mutual promotion and an open opportunity for new business methods which are of great value in the formation of successful entrepreneurship.

Part 6 – Prospective competitors & pursuing your dreams to success
Each product, business, entrepreneur etc. has it’s prospective competitor. Therefore you need to analyze your target audiences, clients and your way with dedication, self-confidence, original and unique ideas persistence and positive mental attitude. If you have a dream, it is only yours to pursue. If you have an amazing idea and if you don’t form the habit of a daily routine in creation- someone else will take your idea, someone else will take your dream.

Naming your prices:
Name your price, never do anything for free because if you do - no one will take you seriously and your services will not be valued. Know that there will always be someone who can and it will do it cheaper, but that does not mean that they will do it better than you – it’s a fact.

This presentation was short and costumed for the Erasmus e-book. Hopefully many of you will start your music & audio production career from the bottom, but bear this in your mind.
„The idea of starting at the bottom and working one’s way up may appear to be sound, but the major objection to it is this – too many of those who begin at the bottom never manage to lift their heads high enough to be seen by OPPORTUNITY, so they remain at the bottom. “- quote by Napoleon Hill.
Create, love and always approach to your dreams on daily basis to form the habit of successful entrepreneur.

Darko Sorić, participant and lecturer at project 4 elements for 4 corners of Europe
7.2. Photography as a business

So you want to be a photographer? Lot of us has been there and some have done that. For a start you need a passion because photography is an art before it is a business. And if you would like to earn from stuff you love doing and photography is one of them then we hope few next pages will help you. First we will explain what you need from equipment to make a photoset.

A basic photo studio is explained here: http://www.digitalcameraworld.com/2014/01/21/home-studio-setup-6-things-every-photographer-needs/

We will give you our opinion on overview of semi pro photography studio equipment and techniques that is good for a start of business.

**DSLR camera body recommendations in sub 350€ category**
- Canon 600D (Recommended because of the amount of used equipment in circulation)
- Nikon D5200
- Sony A65
- Pentax K30

**Lenses**
- prime lens with fixed aperture such as 50mm f 1.8
- zoom - with variable focal length but more costly (70-200, 16-80, 200-500 etc.) according to a budget
- fisheye - ultra wide for warping perspective such as Peleng f3.8 that can be used on all cameras with an adapter

**Lightning**
- off camera flash and a flash trigger for cameras without an integrated solution
- a tripod/stand
- light diffuser (flash cap, translucent or opaque umbrella, soft box

**Accessories**
- camera grip for easier handling for long shoots
- memory card (preferably SanDisk because of reliability and performance)
- extra battery
Category specific requirements

Architecture
- for ambient/available light only shots a tripod is a must
- flash only artificial provides digital render look-a-like esthetic
- ambient + flash balancing offers the most realistic results

Landscape
- use HDR to extend dynamic range and have details in shadows/highlight (with in camera solution and software such as Photomatix for fine tuning)
- ND(neutral density) filters for long exposures to provide fogy water surfaces
- stitching photos for bigger results in Autopano, PTgui etc.

People/portraits
- studio with flashes, softboxes, background for modeling with light and shadows
- on location with ambient light only (low f+highiso issues, white balance)
- on location flash + ambient light only (flash determines shutter speed underexposing background)

Product photo
- choosing the right background to optimize workflow
- do it yourself soft box out of paper and cardboard combined with strobes and flashes

How to make an interesting photo?
- unique perspective
- post processing to balance brightness/contrast/color correction
- combine artificial and ambient lighting to make the subject pop out of the background
- experiment and SHOOT

Davor Birt, a lecturer on project 4 elements for 4 corners of Europe
Please visit page: http://dbirt.com/
"Once you go pro you will want to earn money from your skills and if you are artist it is not so easy to do business part but don’t worry there is solution for everything. Here are some tips.

5 Tips to Expand your Photography Business Skills

1. Get some help from qualified people. Look for a mentor in your area or online.

2. Maybe your partner or spouse has good people and business skills and will help you with that side of the business. It’s okay to be the artist and let someone else handle the customer service side of the business.

3. If you have a solid portfolio, but lack the nerve or skills to sell yourself, hire an agent. An agent works on commission, marketing your work, so you can happily concentrate on your craft. There are also online services that cater to creative people.

4. Remember that your most important clients are your past clients. Treat them right and they’ll be your best PR people. Get written referrals from customers, add a ‘testimonials’ page to your website. Word of mouth is the best advertising!

5. If all you hate doing is billing people and dealing with accounting, that’s an easy fix. You can hire an accountant for as little time as an hour every week, or use an online billing service. Starting out and can’t afford it? Consider trading services for a while. Accountants need photographers too!

More on;
http://www.digitalcameraworld.com/2013/11/30/the-business-of-photography-22-tips-to-get-you-started-right/
Practical video tutorials for color correction, sharpening, masking, actions, noise reduction, raw, HDR, retouching, restoration, lightning... www.lynda.com

*Source; Valerie Jardin http://digital-photography-school.com/5-tips-to-expand-your-photography-business-skills/
7. 3. Video studio & video production as a business

Today more and more video is taking a lead in multimedia, it is more valued then photography or audio recordings. It can come in handy for any business that you have if you have some knowledge of video production. It can save you a lot of money and bring you many benefits. We will try to explain what basic equipment that you need to make your own video set. Since technology has become more accessible you can make a dissent video set with medium budget and some creative thinking. This is not going to be an easy task since it depends for what kind of shooting you need equipment, what level of production, on what location will you shoot, etc. But let’s try to do something standard.

1. You definitely need video camera. Technology in DSLR cameras have become pretty good and you can do a lot of shooting with DSLR. Plus you can use them for photos, change lenses and they are not so expensive. Of course full professional camera for video recording has its advantages but think about for what do you need video set. Every day there are more and more additional equipment for professional shooting with DSLR cameras. What camera you choose depends how you want your footage to look, type of shooting you’re doing and of course budget that you have. In the end you can shoot a pretty good video with your smart phone if you know to edit it good and if that is a level of professionalism adequate for your purpose.

It is also important to think about the audio that you can record with camera you are going to use. If you don’t have idea what camera you want to use maybe this article can help you; http://www.desktop-documentaries.com/choosing-a-camcorder.html

To keep your footage looking steady and professional definitely get yourself a tripod with a fluid head for smoother looking pans. Don’t get the cheapest one because this is part of equipment that you buy once and it will help you a lot. Try to google for an affordable tripod. You can order it on-line or go to local store for video equipment and ask which one would serve your purpose best. Even if you are going to order it on-line it is good to talk with guys in the store before you do that. You should also think about DSLR Shoulder Mount Rig to keep your footage from shaking. We have made it by ourselves but you can always buy one. If you have somebody handy with tools ask them to make it for you.

2. Lenses: Wide Angle Lens, Zoom Lens, Macros, Polarizer, Clear “protective” lens, etc. Every lens gives you different footage. Deepens which brand of camera you have, that brand of lenses you will need to get. Every lens is for different “look”. To buy one you first you need to know what you want to shoot with it. First take some practice with kit that you get and after you get some experience and ideas that do a research about lenses and get yourself one that fits your needs. For example if you’re shooting in extra sunny day, ND filter or circular polarizer can improve the image while macro lens makes great footage of close-ups of a bug or flower. It all depends what is your idea for video.

3. Lights! This is important stuff, especially if you are shooting indoors. In this case you should get yourself Three-Point Lighting Kit. It is made of main light, fill light and back light. Here you got a plenty of choice. Check out about three points light set and how does it functions on next link http://www.desktop-documentaries.com/lighting-for-video.html. Good lighting set doesn’t have to be expensive one. You call also use bouncer in a place of fill light and save money like that. A nice add-on is camera light that mounts on top of DSLR. It really comes in handy even for outdoor shooting. That is one of the first accessories that we bought after camera.

4. Microphones! Handling audio good is the thing that separates professionals from amateurs. Having a good
microphone like shotgun microphone will boost up quality of your videos. You can put it on top of your camera or use it like a boom pole. For some situations you will need to use wireless microphones so check out this link to learn more about different types of microphones: http://www.desktop-documentaries.com/different-types-of-microphones.html

5. Extra accessories! A memory card! For shooting HD video you will need at least a card with 45 MB/s transfer speed and 32 gigabits minimum. Also for a start buy two of this cards so you don't get caught up in the middle of the shooting without space for recording. When you have two you can put one to transfer material to your computer or external hard drive while you continue shooting with other. And yes you will need to bring laptop or external hard drive with you. Something where you will be able to copy material during the shooting so you have a backup or that you can use memory card more than once. Have at least 2 batteries with you. 3-4 is playing safe. There is to buy a bags especially for camera equipment and they look so cool. So if you have extra money be cool!

6. Video editing programs; Premiere Pro, After Effects, Sony Vegas
These three programs are mostly used by video producers but you can research and maybe find one that suits your needs better. Good video editing can make miracles out of your footage. This is a part where you will definitely need to invest your time and energy to learn it. Don’t be discourage, it can be done! Look up on YouTube or google for some tutorials. There is plenty of them. This web site is very useful http://www.lynda.com/

Budget;

Camera; Canon EOS 5D Mark II 2700 $  
http://www.amazon.com/Canon-Mark-Frame-Camera-MODEL/dp/B001G5ZTLS  
or Sony HXR-NX30U Palm Size NXCAM HD Camcorder 1800 $  
http://www.amazon.com/gp/product/B008FCJITO/ref=as_li_ss_tl?ie=UTF8&tag=desktopdocume-20&linkCode=as2&camp=1789&creative=390957&creativeASIN=B008FCJITO

Tripod; from 30 $ up to a lot :) http://www.amazon.com/Tripods-Monopods/b?ie=UTF8&node=499306

DSLR Shoulder Mount Rig : also from 30$ up to a lot :) or make your own  
http://www.bhphotovideo.com/c/buy/Digital-SLR-Video-Stabilizers/ci/3926/N/3907816577

Lenses; just some example of lenses, you can get ones you actually need  
Canon EF 50mm f/1.4 350 $  
http://www.amazon.com/Canon-Standard-Medium-Telephoto-Cameras/dp/B0009XVC6/ref=pd_sim_p_4?ie=UTF8&refRID=0PGN1ETQW4NBEJZ8Q2DS  
Canon EF 70-200mm f/2.8L 1300$  
http://www.amazon.com/Canon-70-200mm-2-8L-Telephoto-Cameras/dp/B0006IS3W/ref=pd_sim_p_6?ie=UTF8&refRID=0PGN1ETQW4NBEJZ8Q2DS  
Canon EF 24-70mm f/2.8L 2000$  
http://www.amazon.com/Canon-24-70mm-2-8L-Standard-Zoom/dp/B0076BNK30/ref=pd_sim_p_20?ie=UTF8&refRID=0PGN1ETQW4NBEJZ8Q2DS
Lights: Three-Point Lighting Kit 200 $
http://www.amazon.com/gp/product/B001T9AGLE/ref=as_li_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=B001T9AGLE&linkCode=as2&tag=filmmaking-gear-20&linkId=FETWCVHK2FV5NS4F
Camera light 35 $
http://www.amazon.com/gp/product/B009OMRU0S/ref=as_li_tl?ie=UTF8&tag=desktopdocumen-20&linkCode=as2&camp=1789&creative=390957&creativeASIN=B009OMRU0S

Microphone:
Shotgun mic: from 10 $ up to a lot, for a 150$ you can get a good one
http://www.amazon.com/Audio-Technica-AT875R-Short-Shotgun-Microphone/dp/B000BQ79W0/ref=sr_1_4?ie=UTF8&qid=1415136912&sr=1-4&keywords=shotgun+mic

Extra accessories: look up for prices of what you need on amazon but before you do talk with guys in your local store for video and audio equipment

Video editing programs; before you buy one install a trial version and try to see if you like it. Also if you are a student you can ask for discount, they do give them to students.

And for the end here are some tips from our videographer, as he likes to call himself :)

“The first and foremost you will need to set up a video set is knowledge. The less you know about video production - the harder it will be. After gaining some experience, you will need a good starting point - an idea. When you have an idea, you will know what you'll need to realize your video set. For instance, if you want to shoot indoors, you will need an adequate location. It's the same with outdoors, but of course, it won't be the same one. When you have your idea, and your location in mind (let's say you have the permission for shooting there, and a power source available), you will need to populate it. Start with people. You need to know how many people (if any) you will need for your video set. Think of people in front, as well as behind the camera, and make sure they are prepared and know what they're doing. Also, have in mind whom will you need to help you with post and pre-production. It's a big difference if you are controlling the set, or are you distracted with other duties, such as doing the camera work, acting, etc. Also, professionals really stand out from the amateurs, not only when speaking of acting, but also camera work, lighting, and so on. Professionals speed up the set up time for your set, and make the work faster and easier. After you know who and where, you will need your what.

Camera, lights, sound. The cameras come in all shapes and sizes, with huge differences in what they can do and how they perform. The most common, you are probable to use, are the DSLR cameras, with interchangeable lenses. For them, make sure to provide quality lenses, power, and lots of storage space. The lights you use can be reflected or direct. So you might need some lamps, light panels, and also reflective surfaces, and so on. These help a lot in making your video look good, but are also the easiest to save money on.

The sound might be optional, if you aren't going to use the live action audio in your project. Otherwise some good standalone audio recording equipment is crucial.

And there you go, you are ready for the "lights, camera, action!" Marijan Gačić

http://mediacommons.psu.edu/students/video-production-tips/
Dear guest,

We really hope that this manual has helped you get a vision of what do you need to do to turn your hobby into business. Our aim was to inspire you and give insight into processes needed to start or improve your business. Greatest luck is to have a job that you love to do and especially if it is your own. What a blessing.

This manual is result of Erasmus plus program, Youth section; Youth exchange and hard work of three organizations; Urbana mladež (Urban youth), Służewski House of Culture (Hip-hop Akademia) and Birs Egyesület. Project is funded by European Union

Please take a look on our other results from this project;
https://www.dropbox.com/sh/2vj3alnnzo7k4kw/AABvaZ9z3tgl9h-mJSwQz_60a?dl=0

Here you can find a list of videos who are also a results of our project results
4 elements for 4 corners of Europe - Promo video
https://www.youtube.com/watch?v=F7gDDH73AN8&list=UUTm7G5k9oQnqW6yLNlz9r6A
PR Video - Hip hop Akademia (4 elements for 4 corners of Europe)
https://www.youtube.com/watch?v=qvIRha0SbdM&list=UUTm7G5k9oQnqW6yLNlz9r6A
PR Video - Urban Youth (4 elements for 4 corners of Europe)
https://www.youtube.com/watch?v=Ratf5kJe3Zs&list=UUTm7G5k9oQnqW6yLNlz9r6A
PR Video - Birs Egyesület (4 elements for 4 corners of Europe)
https://www.youtube.com/watch?v=gM9RtYjHYw8&list=UUTm7G5k9oQnqW6yLNlz9r6A

The rest of our results such as photo workshop, evaluation videos, blogs, posters and flyers, etc. you can find on our FB fan page 4 elements for 4 corners of Europe:
https://www.facebook.com/pages/4-elements-for-4-corners-of-Europe/1531683200402453

and on web sites of partner organizations; or FB pages;
http://www.sdk.waw.pl
hiphopakademia.com
http://birs.jimdo.com/
urbanamladez.hr
https://www.facebook.com/sluzewskidk?fref=ts
https://www.facebook.com/hiphopakademia
https://www.facebook.com/birsegyesulet
https://www.facebook.com/urbanamladez?ref=br_tf

If you need anything or want to cooperate with us be free to contact us on web pages or FB pages...

We wish you all the best with your voyage.