

Psychster Inc.

Online Introduction Videos for Mental Health Professionals

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psychology of social media



Videos on your website help you connect with clients like nothing else.

- ❖ Whether you are a therapist, counselor, or psychologist, most of your new clients will meet you through your website – even referrals.
- ❖ Even perfect copywriting cannot adequately communicate your professional demeanor, the warmth of your clinic, or your unique approach to therapy.
- ❖ Professionally produced online videos bring you and your practice alive for clients in a powerful, intimate way.
- ❖ **Click these images to see examples in production.**





Psychster will produce your video with psychological theory and Emmy-quality production value.



- ❖ **David Evans holds a Ph.D. in social psychology** and [actively publishes](#) on social media and online first-impressions. His application YouJustGetMe was named a top psychology website by The New York Times Well Blog and PsychCentral. He consults for Microsoft, Allrecipes.com, Classmates.com and Reader's Digest.



- ❖ **Garrett Evans is an Emmy-award winning producer** whose [work](#) has appeared on NBC, ABC/ESPN, PBS, CNN, HGTV, the AP Television Network, the Travel Channel, Animal Planet, and the Discovery Channel.

Process and Deliverables at an Affordable Cost

- ❖ **Pre-Production** . David and Garrett consult with you to write a script based on our experience in website design, psychological theory, and television production. The result is the alignment of your message with your audience.
- ❖ **Production**. In a day-long shoot on site at your clinic, Garrett will ensure the right professional equipment and interview styles capture you and your practice (DVCam -BetaSP, HDV-HD, wireless microphone packages, pro lighting kits).
- ❖ **Post Production**. Garrett is a expert editor, weaving visuals, music and graphics throughout the message to give viewers a rich and informative experience.
- ❖ **Delivery**. Psychster will ensure you can launch your video on the day we deliver it, providing hosting if necessary. You'll get encoded and uncompressed master files, launch-ready Flash files, raw footage, and DVD masters.



Timeline

Customizable keyboard

Psychster Inc.

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