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# How to Run a Successful Online Studio



Presenters: Jessica Valant, Carrie Pages, Anastasiya Goers

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# Meet the Speakers



Jessica Valant

[www.jessicavalantpilates.com](http://www.jessicavalantpilates.com)



Carrie Pages

[www.carriepagespilates.com](http://www.carriepagespilates.com)



Anastasiya Goers

[www.pilatesbridge.com](http://www.pilatesbridge.com)

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# Technology

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# Jessica's Video Equipment

iPhone

[Canon VIXIA HF R600](#)

[Movo LV1 Lavalier Lapel](#)  
clip-on microphone

[FOSITAN LED Ring Light](#)

13.6 Inch with 2 Meter  
Stand

[ePhoto 2 x Studio Photo](#)  
[Video Light Kit EZ](#)

Softbox 16" x 24"

Software: iMovie

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# Carrie's Video Equipment

iPhone

[TAKSTAR SGC-598](#)

iPad

Photography Interview  
Shotgun MIC

[Panasonic Full HD  
Camcorder HC-V770](#)

Software: iMovie

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# Creating and Managing the Website

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# Website Platform

Wordpress.org + hosting services

Kajabi [www.kajabi.com](http://www.kajabi.com)

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# Video Hosting

Youtube

Vimeo (free)

Vimeo Pro

Wistia

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# Website Maintenance

Ongoing costs, time commitment

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# Profits

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# Using Youtube to Generate Income

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# How to Market Your Online Studio

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# Online Marketing 101

**Find your audience** (*if you market to everyone you market to noone*)

**Social media**

**Provide quality resources**

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# Q&A



Jessica Valant

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