

## SMALL BUSINESS

## Quick, effective video process produces hits

Experience in TV news pays off for owner and small-business community

By VELVET SPICER

**C**hristopher Coffey is a storyteller. He is passionate about the moving image, loves sights and sounds and revels in his ability to capture emotion on film.

That passion—and a 25-year history in television news—led Coffey to develop and found a video production company with a slightly different business model. As owner and sole employee of On Cue Content, Coffey offers the local business community an opportunity to sell themselves via a short profile video made specifically for social media or company websites.

**PROFILE**  
On Cue Content

On Cue Content does not offer clients script writing, storyboarding or other pre-production services that normally would be associated with full-on video production, Coffey says, which enables him to charge less money and produce videos much more efficiently than his competitors.

“The news production model is a very efficient model,” Coffey explains. “By design you have to create stories inside of a day. So I decided if that model was offered to the business community they could save a lot of money.”

Coffey came up with a pricing plan in which he charges clients a set fee per finished minute of video. The videos he produces typically are in the 60- to 90-second range; Coffey charges \$600 for the first minute of video.

His video package includes up to three interviews, up to two locations and up to three client revisions. Traditionally, video production companies have a per-service charge and quotes and invoices bullet each individual service with its associated cost. On Cue Content has eliminated the need



Photo by Kimberly McKinzie

**Christopher Coffey, whose videotapes help his clients sell themselves and their businesses, says the work, effort, time and passion that people put into starting and growing a business is a wonderful story.**

for that.

“I wanted to simplify that, especially for small to medium-sized businesses that really don’t have the time to deal with that,” Coffey says.

The model has worked for him. In the three years since starting the firm from his Fairport home, Coffey has relied solely on networking and word-of-mouth to earn business. While he declines to discuss revenues, Coffey says second-year growth was 100 percent, while growth in his third year in business was nearly 200 percent.

On Cue Content offers personnel, event and business profiles, as well as product offering and testimonial types of videos. Coffey plans to grow the business and reproduce his model in other markets.

Within five years Coffey hopes to have

a foothold in other cities, he says, which will mean having to take off his “production hat” and put on his “business hat.”

“I’ll probably be looking to hire someone to do the local work where I can sort of take a step back and establish the brand in other cities,” he adds.

Coffey says one of the most important lessons he learned as an entrepreneur was that working from home was not as easy as he thought it might be.

“I have two teenage sons and when they get off the bus it’s a lot harder to focus, so I start my day a lot earlier than I used to,” he says. “And some of the other things that really surprised me in starting this endeavor were the number of hours.”

Even with the best of ideas it takes a long time to get the word out, he notes.

“When you have a new idea and you want to start a business, don’t be thinking months, be thinking years, to get traction,” Coffey says.

While telling a business’ story may not seem scintillating to some, Coffey says everyone has a story to tell and no two businesses are alike. The work, effort, time and

passion that people put into starting and growing a business is a wonderful story, he says.

“In the past I loved to tell people’s stories, but it was more about the art of it for me,” Coffey says. “But now that I see that my work actually has an impact on a company full of people or on their bottom line,

when I get feedback from a client that says we got X number of hits, that feels good.”

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*Small Business is a biweekly feature focusing on entrepreneurs. Send suggestions for future Small Business stories to Associate Editor Smriti Jacob at [sjacob@rbj.net](mailto:sjacob@rbj.net).*