

PRODUCING YOUR OWN INFOMERCIALS

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PRODUCING YOUR OWN INFOMERCIALS

Although most advertisers hire experienced production firms to develop write and produce their infomercial campaigns, many entrepreneurs produce their own.

Self-managed, self-produced projects have become a popular option for a lot of advertisers because of relatively lower expenses, because of the nature of the products themselves, or because the advertisers want creative control. Following are the main reasons why this is so:

FINANCIAL INTEREST. Some entrepreneurs don't want to share profits with partners or investors. But without them, most start-up companies do have the capital to hire a full-service infomercial company.

PRODUCT APPEAL. The entrepreneur's product is untested as an infomercial item, making it difficult to attract partners or investors.

CREATIVE CONTROL. Many entrepreneurs argue that they know more about their product than anyone else. They therefore prefer not to leave the creation of their infomercial to an outsider.

Three stages are normally involved in the creation and production of any infomercial or direct response TV campaign:

1. CONCEPT STAGE
2. PRODUCTION STAGE
3. MEDIA STAGE