

INSPIRING ENTREPRENEURSHIP THROUGH COMMUNITY CONNECTIONS

MILLENNIUM INC.

M A G A Z I N E

MAY 2019 | ISSUE NO. 2

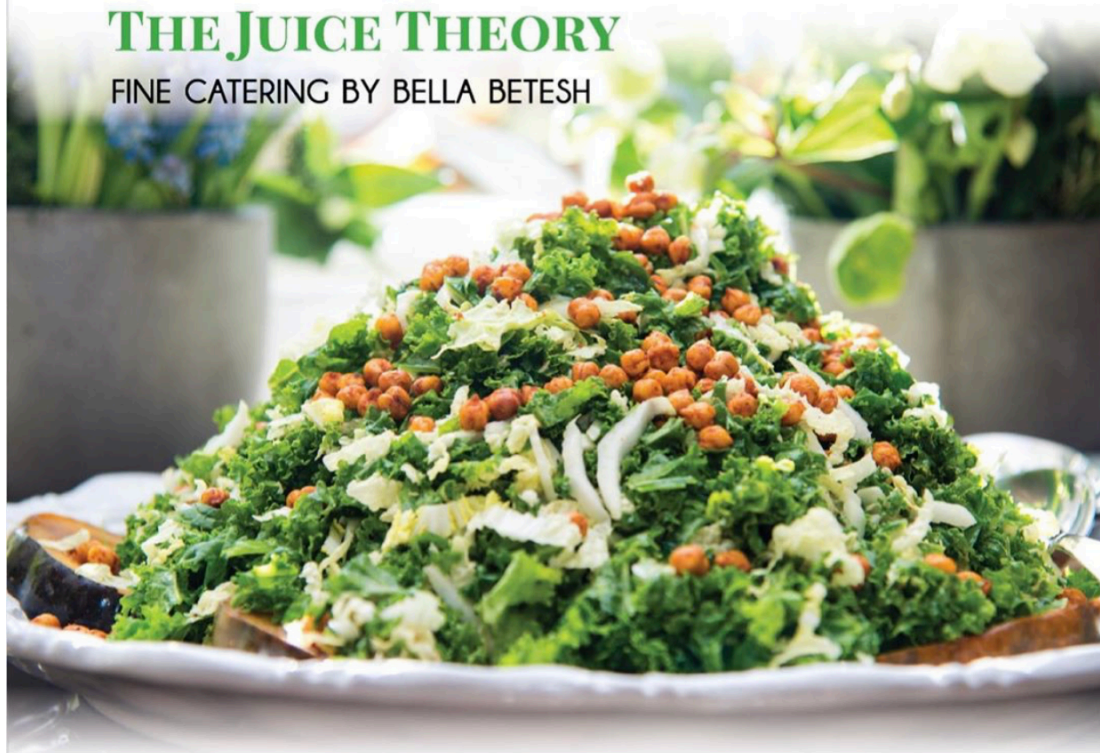
WWW.MILLENNIUMMAGINC.COM

FEATURE INTERVIEW

HOW A PASSION FOR JUICE
BECAME A THEORY FOR LIFE

THE JUICE THEORY

FINE CATERING BY BELLA BETESH



FASHION BLOGGER: LAINY HEDAYA, FASHION ICON TALKS ABOUT ENTREPRENEURSHIP

PHYSICAL FITNESS: TOP TRAINERS SHARE THEIR INSPIRATIONAL STORIES

INTERVIEW WITH VIDS BY VIC

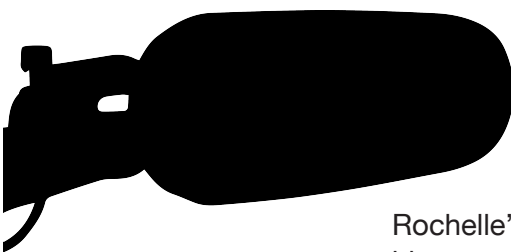
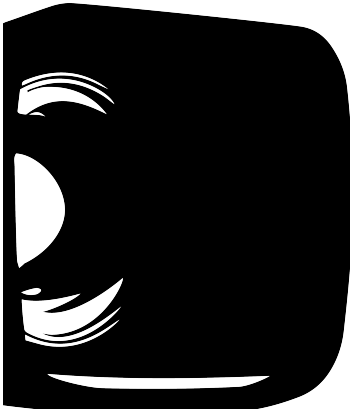
1. Tell us how, when (when did you start and for how long) and why you first got into this business. What is your professional background?

I've been doing videos for as long as I can remember, just as a hobby growing up. I did home videos a lot on my dad's camcorder. I remember the first video I made on iMovie was for my eighth-grade graduation slideshow at Barkai Yeshiva and I felt like I was so cool. I was then on the AV squad in Yeshiva of Flatbush Joel Braverman High School. I also freelanced here and there free. In September 2017, I created @Vids_By_Vic on Instagram and then in March 2018 I officially registered as an LLC.

2.What was your first job and how did it lead up to becoming the owner of Vids by Vic?

I've done a ton of videos over the years, but because people associate me with videoing proposals, I guess I'll tell you a bit about that. My first proposal was in October 2016, which I did for free and had no intention of ever turning it into a full-fledged business. My mother is a matchmaker in the community (shout-out to her for just setting up her 14th couple!) and she happened to set up this couple, who were family friends, Eddie Jemal and Rochelle Kassin. It was a Sunday morning and she asked me if I wanted to come to the proposal with her and video it on my phone. I happen to be free, so I went. Afterward, I spent some time editing it, posted it on YouTube under unlisted and sent it to the couple. It got a few hundred views very quickly but I didn't really think much of it. That summer, in June of 2017, another friend Charles Harary, who had no clue about Eddie and



Rochelle's proposal, asked me to film his proposal to Alicen Franco because he knew I was into videoing. Again, I videoed it on my phone, didn't think much of it. I did that about two to three more times, just for close friends, complimentary and I realized that I liked it and began to reach out to those that I know asking if I can film their proposal. Eventually, someone contacted me and asked me, "What is your proposal rate?" I didn't have a rate at the time, but I made something up. Fast forward a year and a half later to today, and here I am now.

3. What is your typical day like? Tell us some of the behind the scenes work that goes on at Vids by Vic?

As a freelancer, there is no "typical day." However, there are busier seasons than others. Right now, I'm in the midst of a semester at school and it is challenging to balance my school work and my company. I have to take school seriously, do my projects, homework and show up for class and that means declining many jobs that come my way—especially the bigger jobs that take a few weeks to produce. I always tell them that when I finish school, I'd love to follow up with them. There are also proposal jobs I turn away when they conflict with school. So for instance, this past semester I didn't accept any jobs on Tuesdays or Wednesdays because I have class all day those days. So, that is very difficult. I work a lot on

weekends, Saturday nights and Sundays I'm either out on a job or editing. I usually like to take it easy on Fridays if possible so I can catch up on sleep. Mondays and Thursdays I work. If I'm not filming, working on contracts, or discussing prices with clients, I always have things to edit. In December, I have one last semester until I will be officially graduating from NYU Tisch, School of the Arts.

4. What makes Vids by Vic's product (the video) and services unique?

What makes us unique is the proposals. I don't know many other people that video proposals. What we strive to accomplish with each video is to turn it around within twenty-four hours. This means within twenty-four hours from the time I get home from my client's proposal, they will have an edited link with music and effects. Honesty is very important as well. I regularly decline jobs that I feel are too big for me due to limited equipment, talent or man power.

5. What have been the highlights of your business journey?

I love meeting new people. At proposals nowadays, there are usually between 20-40 family members and friends, and sometimes I see overlap from other proposals, and I talk about it with them. I also love learning about the behind-the-scenes of many of the community's organizations. When you have

to make a video representing an organization, you really get to know them. For example, you learn who the important people are, the essential things that they want to sell, what they are not marketing well and what they'd like to be marketing better. Most people know about the general things that the organization does; but when you get to know so many board members and staff at an organization and hear what they do every day, you appreciate the community just that much more.

6. What is the most challenging part of being an entrepreneur and business owner?

There are two things. Right now, one is balancing school and work as I described previously. Secondly, it is being your own boss. Being an entrepreneur is not easy. It looks fun. When you google "entrepreneur," you see a guy with a glass desk, and a suit and you think he just goes to work and makes all the money etc. There are a lot of fantasies of what it's like. In reality, yes, it is fun and extremely rewarding being your own boss (you can make your own hours, you can decide which jobs you want to take on, you're not answering to anyone), however, I'd say a huge downside of that is that you are your own boss. So what's really getting me up at 8:30 AM and starting work at 9, when I can just tell myself, "that's fine, I can just begin working at 1 PM. I'll take the morning for myself and then I'll start working then and stay up later." So, it's very difficult to discipline yourself, and that's something that I wasn't aware of in the beginning.

7. What are some of the main secrets to your success?

Good question- I think just staying relevant,

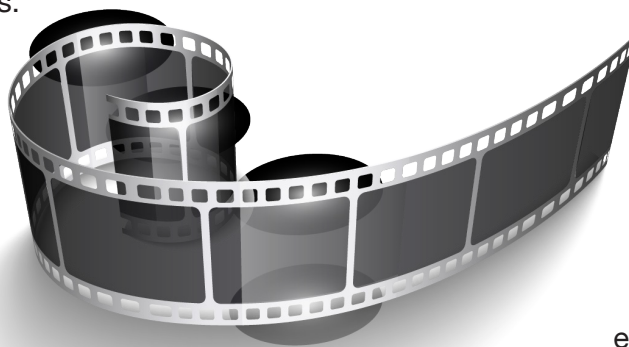
fun, showing people what they want to see and trying things that are a little outside the box. It may mean going that one extra step out of your comfort zone and adding that one special effect that you weren't sure about. I do that every few videos and usually, it's a success, but if people don't like it I'll go back and subtract it. I'm not afraid to work outside the box, especially in an artistic business.

8. How has technology/social media helped your business along the way?

It has helped me tremendously; I cannot explain how much it has done for me. I did a bunch of proposals and a lot of videos before I created my Instagram. Then when a few friends recommended I make an Instagram account and I posted one-minute clips of my videos, I started getting views. A lot of views. That's when I realized the power of what I do and that people want to see the videos. I think the reason people like watching the videos on my account is because they invoke emotions. Some make them smile, others make them laugh, and some even make them cry. There's no better feeling than a community member that I don't know coming up to me telling me they just spent the night "stalking" me and they love my work. Without social media, I don't know where I'd be today. It's great knowing that I have the community support behind me.

9. How has working in the community helped your business along the way?

Something unique about this community is that everyone wants you to succeed. I was a little shocked about how much support I got the first few months until now. People that I don't even know or that I'm not that close with were giving me business advice. Even one step further, what makes our community so unique is that



our competition, at least in the video industry, really help each other out. This past summer, there was a big project that Sephardic Bikur Holim wanted to spearhead that involved a lot of videoing, so they called a bunch of filmmakers in the community to attend a meeting together. It was the first time that us five or six videographers were in a room. Although we knew of each other and we've seen each other's Instagrams, websites and portfolios, up until now we never really spoke. Leaving that meeting, I remember speaking to them and saying we shouldn't have to be competing with one another, especially in an industry where there is so much work to go around. We would be so much more powerful together.

After leaving that meeting, we created a WhatsApp chat, and we called a few more people who do videos from the community who weren't present at that meeting and explained to them the concept of uniting through the chat. Everyone was immediately on board and to date, nine months later, we write in it every few weeks. We share jobs if one of us can't do it and pass it on to each other. We inquire about different editing software and equipment to use or would recommend investing in. One time I borrowed an audio device from one of the other videographers when mine went missing, and I was able to use their equipment. I don't know of any other community in the world where we help our competition and give each other jobs. It's very unique and I am honored to be a part of it.

10. What inspires you each day to continue on your entrepreneurial journey?

What inspires me is knowing and hoping that the client will be happy with their video. It's a medium where I get to express myself telling the story of a client, whether it be a slideshow for a Bar Mitzvah or a proposal for a couple, or a non-profit video explaining what that organization does, or a fundraiser video or any other types of videos we do. It's so enjoyable knowing this is not just a nine-to-five doing the same thing everyday, but it's always meeting new people and doing different projects all the time.

11. Do you love what you do and why? Do you think it is important to have passion for your work and why?

I really do love what I do because I get to meet so many new people and work for a community that I love. I think it is important to have passion for your work because without that it just gets dry. Without passion, it is more of an obligation than an opportunity.

12. What are you looking to achieve down the road or what do you see as the future of your business?

I have a lot of different ideas and different routes we can go with this in the future, which I am still discussing with some family and friends. I am now a client of Exceed Network, and I cannot thank them enough. A huge shoutout goes out to them, for providing clients with free business consulting. There are a lot of different directions I can go, and once I graduate I can experiment and build a business plan for the future. For right now, I am just riding the wave and growing a following, both word of mouth and on Instagram. Once January 2020 comes along, we'll see which ways we want to take the business. So, look out for that.

13. What are the five most essential tips for anyone starting a business from the ground up?

- Decide first if now is the right time to launch a business. Interning first in your profession before you actually start a business can help. Although there are benefits to starting a business while in college, there were some hardships. Interning provides different tools and experiences in different places. However, an advantage of starting a business while in college is that you can discuss different client challenges with your professor and solve them together.
- Don't bite off more than you can chew. Don't be afraid to say no when you either don't have

the time or talent to execute a job.

- Don't be embarrassed to ask for advice. There are many community members, family members, and organizations that want you to ask for help. I have a friend that works at Exceed Network and who told me they are looking for people in the community who want our help. They have the funding and resources. Look at asking for help in a prideful way, that everyone will be sharing in your success together.
- Word of mouth goes a long way in the community. Leave each client happy and even if they are not satisfied with their final product, make sure that they are pleased with who you are as a person, which is more important at the end of the day than the work that you did.
- Don't underestimate the power of social media. You can go very far if you take that seriously. It's beyond just posting here and there. It is knowing the right hashtags to include in the caption; it's knowing whom to follow, when to unfollow, what to place as a story, and how to engage with your clients. Maybe even take a class or two or hire a marketing director if it is not something you are comfortable with. Without people knowing what you can do, you can be the best in the world at what you do, but no one will know that you exist.

14. What are some of the up and coming trends in your industry?

Something that I've been asked to do a lot recently is to make these tasty kitchen videos. I want to experiment with that more in the summer or when I graduate. There are many people cooking in the community as a profession, and they all want that type of video, which looks very easy, but in actuality is extremely difficult to get that perfect look, get the right lighting, get an overhead camera, get the hands to move accordingly, have a good backdrop write the recipe on the side and so on. I think that this is a huge trend to come. Proposal videos are still trending, as well as, organizations who'd like to

create one-minute teaser videos that lead up to a big event as a countdown to it.

15. Have the risks of owning your own business been worth the rewards?

Definitely. I think that the younger you start the less the risk. My plan is to make this my long-term job. But, if down the line in four to five years this is not a sustainable long-term business because I am not able to support myself and family there is no shame in closing it down and starting fresh with something else at 27 years old. There are so many organizations that can hook you up with a new job, especially if you have a college degree, that it's ok to be 'risky' at my age (23). It is much harder when you're in your high 30's and 40's and you have tuition bills to take care of, a house in Brooklyn and a house in Deal, a car, and vacations to take a risk and start a business. I highly recommend doing that at a young age, so that if you do fail, which may or may not happen, you can start again without being too behind financially.

16. What is the most valuable lesson you've learned in starting and running your own business that you can pass on to other new entrepreneurs?

One lesson that I have learned is to always be as quick and transparent as you can with your clients and customers, because at the end of the day, they will truly appreciate it. The faster you can give someone what they want, the better it is. Sometimes, it means staying home on a Saturday night when all your friends are going out, or not going to that wedding on Wednesday afternoon, or staying late to work that extra bit to earn the respect of your clients. And that will really go a long way. 🍷

Victor Dweck
@Vids_By_Vic