

crowdSPRING post a project script

ON SCREEN ACTION	SCRIPT/VOICEOVER	V.O.
TITLE CARD: create your project (in 3 minutes!)		
Start your project	Posting a project to crowdSPRING is easy. At the top of every page is a big pink button. Click it!	1
Choose your channel and category	Posting your project takes 3 easy steps: choose a category, provide the details, and confirm that everything is correct. First you can choose from the most popular categories, or click here to see a list of all the different types. Let's try a logo project. Tell us whether you want to post a Pro project or Standard and we'll get you going. [CLICK "CONTINUE"]	1b
Scroll: PAP Step 1	Now we get into the meat of the process. This is where you'll fill in all of the details.	2a
CU: Project title, awards, dates, ala cartes	<p>First tell us the name of your project. Pick a good one - this is one way to make sure Creatives notice your project.</p> <p>Next fill in the amount of the award you want to offer - we'll let you know how your award stacks up.</p> <p>You can also offer additional awards - as many as you like and you can buy two, three or more logos.</p> <p>Next set your end date. Most projects on the site last from 7 to 10 days.</p> <p>Want to keep your project out of Google results? Click here.</p> <p>Want your project to stand out in the lists of other projects? Click here/</p>	2b

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CU: Creative brief fields	<p>Now we get to the MOST important part - the Creative brief. This is where you tell creatives what you want and why. Tell us about your organization, and what you do. The better we understand your industry, your values, and your company, the better the designs you'll receive.</p> <p>Tell us exactly what you need from this project. A great logo for your website? For the side of your truck? For your signage? Let them know your preference on style, colors, and fonts. Do you want it to look high-tech? Old-fashioned? Playful, modern, dynamic... this is the place for you to communicate what you like, what you need, and what you don't.</p> <p>Then, tell us about your customers. The more detail you can provide, the better.</p>	3
CU: Requirements fields, file uploads, formats	<p>How do you want your final product to look? Use this field to give examples even links to designs you like.</p> <p>Then tell us about what you absolutely must have with this design. Is there a tagline to include? A special font? The more detail the better.</p> <p>Next you'll have an option to upload any files the designers may need: for instance photos, fonts, or text.</p> <p>You will also list your file format requirements. We provide default recommendation, but you can add your own, too.</p>	4
Legal stuff	<p>For every project we provide a custom legal contract for the Buyer and winning Creative. This is an exclusive service and you can only receive it on crowdSPRING! Of course you can choose to upload your own contract.</p> <p>Oh - don't forget to check the User Agreement box!</p>	5
Registration	<p>If you're not already logged into your account or if you haven't registered yet, you can do that right here on the page. Simple. Click the pink button and you're almost done.</p>	6

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TITLE CARD: Confirmation!		
Screenshot: PAP Step 2 (add "callout" to "Edit" link)	<p>Next, we'll show you a summary of your project. Read it over carefully; you can always click the "Edit" link to go back and make changes.</p> <p>By the way, at this point we've also saved a "draft" of your project which you can return to if you're not quite ready to post it.</p>	7
TITLE CARD: last step? payment		
Screenshot: PAP Step 3	<p>The final step is to make payment. This page is SSL secured and your personal information is protected.</p> <p>Once your project has been posted, we delete all personal information and credit card data from our system. Your privacy is well protected.</p>	8
TITLE CARD: it's alive (congratulations)		
Screenshot: buyer success	<p>That's it! Now it is up to you to promote your project and manage it well to ensure its success. Let your friends on Facebook and Twitter know and then stay involved! Give plenty of feedback, score the entries as they come in and you will be doing your part to make it a big success!</p> <p>(whisper offstage) did we do it? was it really 3 minutes?</p>	9

