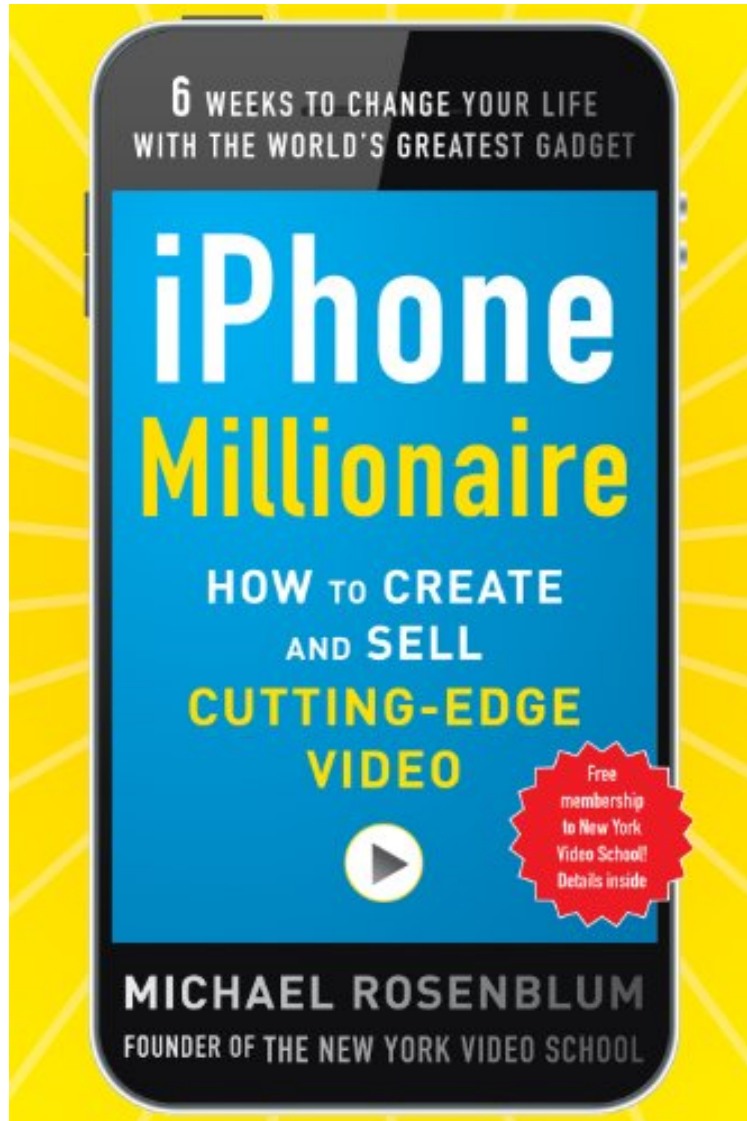


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## iPhone Millionaire: How to Create and Sell Cutting-Edge Video

*Michael Rosenblum*

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**Michael Rosenblum : iPhone Millionaire: How to Create and Sell Cutting-Edge Video** before purchasing it in order to gage whether or not it would be worth my time, and all praised iPhone Millionaire: How to Create and Sell Cutting-Edge Video:

2 of 2 people found the following review helpful. Without the unnecessary biography this might be a useful book, but I'll never know because I can't get past the self-promotionBy David WilsonUnreadable, as far as I am concerned. Page after page of overwritten mush that never relies on only10 words to make a clear point when hundreds can be deployed ineffectively. There may be useful information in here, but I am unlikely ever to find it because I just want to hurl the Kindle across the room after forcing myself through another page or two. The author's self-aggrandizing rhetoric gets

in the way of whatever real value he might be capable of serving up. I am not interested in your life, sir. I am interested in the distilled wisdom you accumulated in the process of living it. I am not angry with the author, who presumably wrote the book he wanted to. It's on me that I made a poor choice to get a book that with a little research I could have realized was not for me. The catchpenny title is a pretty good tip-off that this book will never be required reading in a production course at a reputable school. I see a couple of dozen people gave this book high marks. I'm glad you all got something out of it. I wish I had. 2 of 2 people found the following review helpful. Excellent Book - Take It From Someone Who Knows! By Thomas J. Quinlan One of the greatest comments I've received came from Michael Rosenblum, the author of "iPhone Millionaire". He and his wife Lisa (featured in the book) taught at the Travel Channel Academy (the precursor to New York Video School) in 2009, and we had to make two short films as part of the class. When asked what I did, I responded to Mr. Rosenblum with "Computer Forensics", to which he responded, "You should give that up - you're wasting your time when you should be doing this." For someone with an interest in film and travel, that I had even the potential to make a passing go at the combination was exciting! At the start of the class, I had considered using my LiveScribe pen to record all the lectures, but we were asked to not record the class. I considered still doing it anyway - not to broadcast or anything, but for my own reference later. However, I chose not to, and took copious notes, along with giving it my all in terms of doing as instructed and participating. (The gentleman next to me did pretty much the opposite, and to this day I wonder why he bothered going if he was just going to do his own thing and cause trouble.) This book contains a significant amount of the wisdom that I learned from the class, and which served as the basis for everything I learned which isn't included in the book. Without going into the specifics (and therefore giving spoilers) it gives you the basics of how to shoot using a camera such as the one in your iPhone or small camcorder (I use a Vixia HF S 11 personally) (and avoid all your natural, yet completely wrong, instincts about how to shoot), how to tell a compelling story, and importantly, how to then turn around and start selling your film to make money from it. Complete with real-world examples of people who already have done this, it's a compelling manual on how to start a career in the film business. Additionally, it tells you WHY you might want to start a career in the film business. The insatiable demand for video that exists now (demonstrated amply) is only going to increase, and you can be a part of it. If there is only one negative to the book, it's that the mechanics of actually cutting together film is left out. However, this is not as glaring a problem as it might seem at first, for two reasons. The first is that plenty of resources are available on the web that can teach you lessons on how to do this. Secondly, the actual classes and resources associated with the New York Video school are an additional resource. To his credit, Mr. Rosenblum does not use the book as one big marketing platform for NYVS - it is only mentioned (from a sales perspective) once toward the end of the book, and comes with a code for a free trial. Would I recommend this book? Absolutely. I'd recommend the class I took, too, and the NYVS. I consider it one of the best things I've done in recent years to have taken the class at the Travel Channel Academy - I am now versed in the "lingua franca" of the web - video - an indispensable skill for the future. 4 of 4 people found the following review helpful. A brilliant book! By Eric Wein I didn't know anything about how to shoot videos or about the video business before I read this book. This book really opened up my eyes to the way cable TV, the internet, digital cameras, and smart phones have made getting into the media business so much easier than it was just a few short years ago. Even if you have no intention of getting into the video production business, the book is still worth reading because it's highly entertaining and offers brilliant insights into the way the internet is changing every facet of our lives; you will look at the world around you differently and you'll see business opportunities that have probably been right in front of you all along. A GREAT book.

**POINT, SHOOT, PROFIT.** Winner of a 2013 Small Business Book Award - Technology Category This step-by-step, nuts-and-bolts guide from television-media producer Michael Rosenblum shows you how to get rich quick using your iPhone or camcorder to: **CREATE VIDEO CONTENT LIKE A PRO EDIT AND GET IT ONLINE FIND YOUR CLIENTS AND START CASHING IN BUILD A CAREER THAT'S TRENDING** "You must read this brilliant, practical, hilarious guide to success in the Digital Age--and beyond. An indispensable classic from a classy global guru." -- Kevin Klose, Dean, Albert Merrill School of Journalism and Past President, National Public Radio "Buy this book. Listen to this guy. Make money. Ignore that advice at your peril." -- Jeff Jarvis, bestselling author of *What Would Google Do?* and Director, Tow-Knight Center for Entrepreneurial Journalism at CUNY "If you buy only one book this year, buy mine. But if you're going to buy a second, buy this one." -- Joan Rivers "Michael Rosenblum is the undisputed guru of short-form video. His simple approach and one-of-a-kind teaching style turn amateurs into extraordinary storytellers." -- Pat Lafferty, Chief Operating Officer, McCann Erickson Worldwide "Today, if you want to sell your house, sell your car, or get a girlfriend you need a good video. . . . This book gives you what it takes to sell the house, sell the car, get the girl, make some money, and have lots of fun along the way." -- Pat Younge, former President and General Manager, The Travel Channel

About the Author Michael Rosenblum has for the past 25 years been on the cutting edge of the digital revolution. He has built or designed television stations and networks worldwide based on the concept of the VJ or video journalist,

which he originated. He has founded several media companies including nyvs.com, The Travel Channel Academy, Video News International, and Rosenblumtv.com, among others. He has trained more than 40,000 people to work as independent Video Journalists and has thousands of hours of programming for cable and broadcast. His clients include The United Nations, The BBC, The Guardian, The Voice of America, McGraw Hill, Conde Nast etc..