

JONATHAN PRODUCTIONS

It happens once. The video is what lasts.

Cold-Calling Blueprint

18 Ready-to-Use Scripts for 6 High-Value Industries

You don't need 50K followers to get clients. You need strategy, a system, and scripts that work. This blueprint contains everything we use at Jonathan Productions to book clients: the three-tier cold-calling system, 18 industry-specific scripts (3 per industry), daily game plans, and objection handlers. Inside: Medical Clinics • Car Dealerships • Beauty Salons • Restaurants • Gyms & Fitness • Hotels & Resorts

THE MATH

Entry Level	20 shoots @ \$500	\$10,000	First 3 months
Established	30 shoots @ \$1,500	\$45,000	Quarterly
Full Year	40 shoots @ \$2,000	\$80,000	Plus retainers
Agency Model	60 shoots @ \$2,500	\$150,000	Plus retainers

Real videographers using cold-calling systems are booking 3-5 projects per month. The difference? Profit margin and pipeline control.

The Three-Tier System

TIER 1: IDENTIFY & QUALIFY

Find the RIGHT businesses. Quality over quantity. Define your vertical, research prospects, find decision-makers, audit their video gap, build your prospect list.

TIER 2: ENGAGE & PITCH

Start conversations. Lead with insight. Choose your channel, lead with insight (not your services), offer proof, position problem + solution, suggest low-risk next step.

TIER 3: CONVERT & NURTURE

Close deals or build relationships. Follow up with value, handle objections, move to pilot, send proposal fast, deliver + stay in touch.

Medical Clinics

Patient testimonials, clinic tours, and proof-of-care videos that drive new patient bookings.

Script 1: The Testimonial Gap (LinkedIn/Email)

Hi [Name], I was looking at [Clinic Name]'s site and noticed something: you don't have patient testimonial videos. Most clinics I work with say the same thing initially—"We're not really a video clinic." But here's what I've seen: When clinics add even 2-3 short patient testimonials to their website or Google Business listing, new patient inquiries jump 25-30%. I'm not saying you need a full production. I'm saying: one testimonial video, shot in 20 minutes, changes the conversation. Worth a quick call? [Your name] [Your number]

Script 2: The Cold Call (Phone)

Hi [Name], this is [Your name] from [Your company]. I work with medical clinics in the area, and I'm calling because I noticed [Clinic Name] isn't using video on your site or Google listing yet. Most clinics say they're too busy or they're not sure where to start. The ones who do it—even just testimonial videos from happy patients—see a measurable bump in new patient calls. Do you handle marketing, or should I be talking to someone else? [Listen. If they say "marketing director" or "not sure," get that contact. If they're interested, say:] Perfect. How about we grab 15 minutes next week so I can show you what we've done for clinics like yours? No pressure, just an idea.

Script 3: The Budget Objection (Tier 3)

[They said: "We don't have budget right now."] I get it. Here's the thing though—most clinics I work with say the same thing in January, and by March they realize video should have been in the budget. What if we did this: Let's film one patient testimonial in one session. 20 minutes, in your clinic, this month. You see the result, you decide if you want to do more. Fair?

Your Week 1 Game Plan

MON: Identify 3-5 clinics in your area. Check: Do they have video on site? Look for clinics with 2+ years in business.

TUE: Find decision-maker. Look for Office Manager, Front Desk lead, or Marketing contact on LinkedIn.

WED: Send Script 1 via email to 2 clinics. Subject: "New patient videos for [Clinic Name]"

THU: Make 2 cold calls using Script 2. Aim for conversation or get the right contact.

FRI: Follow up with 1 non-responder. Send during lunch hour (11:45am) — higher open rates.

NEXT WEEK: If budget objection, use Script 3. Target: 1-2 trial sessions. Proof of concept = retainer clients.

Car Dealerships

Inventory videos, test drive content, and trade-in value videos that move cars faster.

Script 1: The Inventory Gap (LinkedIn/Email)

Hi [Name], I was checking out [Dealership]'s inventory online and I noticed something: most of your listings don't have video. Here's what I've learned working with dealerships: buyers who watch a video of a car spend 40% less time on the lot because they already know what they're buying. Your sales team closes faster. Your inventory moves faster. Even inventory videos shot on a phone beat static photos. But cinematic walk-around videos? Those move premium inventory in days, not weeks. Want to talk about doing a few test videos this month? [Your name] [Your number]

Script 2: The Cold Call (Phone)

Hi [Name], this is [Your name]. I work with dealerships in [area], and I'm calling because I see you guys have some premium inventory that would move a lot faster with video. Most dealerships I talk to think video is expensive or time-consuming. The ones already doing it? They're selling that inventory 30-40% faster, and customers are coming in pre-qualified. Who handles marketing or digital for you? [Listen. Ask for that person. Or:] Tell me this: If we could shoot 5 inventory videos in one day, and they moved inventory faster, would that be worth exploring?

Script 3: The Market Objection (Tier 3)

[They said: "This isn't really our market." or "Our customers don't watch video."] I used to hear that too. What I'm seeing now: buyers on Facebook and your website are absolutely watching inventory videos. They're just watching your competitors' inventory instead of yours. Here's the data: One dealership in [similar area] added video to their top 10 listings last month. That inventory moved. So we added video to their next 10. Same result. What if we just tested it on your 5 highest-margin units for the next 30 days?

Your Week 1 Game Plan

MON: Find 4-6 dealerships in your area. Look for: online inventory, no video, premium inventory section.

TUE: Find marketing manager or GM. Check website or LinkedIn.

WED: Send Script 1 via email to 2 dealerships. Mention 2-3 vehicles by type.

THU: Make 2 cold calls using Script 2. Ask about their video strategy and timeline.

FRI: Follow up with 1 non-responder. Send case study from similar market.

NEXT WEEK: Pitch 5-video trial at \$1500-2500. Most convert to retainer after trial.

Beauty Salons

Transformation videos, color work showcases, and client testimonials that drive bookings.

Script 1: The Transformation Gap (Instagram DM/Email)

Hey [Name], I've been following [Salon]'s Instagram and I love the work. Here's what I noticed: your transformation photos are killer, but transformation videos are 10x more powerful. Before-and-after video is the fastest way to get new clients calling. One 30-second transformation video gets more engagement than 10 static photos. Most salons don't do video because they think it's complicated. It's not. I'm offering 2-3 salons this month a shot: we film 4-5 transformations in one session, you use them on Instagram and TikTok for the next 3 months. Interested? [Your name]

Script 2: The Cold Call (Phone)

Hi [Name], this is [Your name]. I work with salons and studios in [area], and I'm calling because I see [Salon] is posting transformation photos on Instagram—which is great—but transformation videos would blow those out of the water. Video gets 3-4x more engagement than photos. One 30-second before-and-after video drives clients calling in. Are you the owner, or is there someone who handles social media? [Listen. If yes:] Can we grab 15 minutes next week? I want to show you exactly what I'm talking about—literally 30-second videos that make people book appointments.

Script 3: The Camera Comfort Objection (Tier 3)

[They said: "Our stylists don't like being on camera."] 100%. Totally get it. Here's the thing though: we're not filming your stylists' faces (unless they want to). We're filming the work. The transformation. The client's reaction. The camera is on the client's hair, the nails, the makeup—not on your team. Most of your clients who see those videos don't even notice the stylist. They're focused on "Oh my god, I want that." How about this: next time you have a transformation that knocks it out of the park, give me a call. We'll film it in 15 minutes.

Your Week 1 Game Plan

MON: Find 5-7 salons in your area. Look for: active Instagram, regular posts, 4.5+ stars.

TUE: Find owner or social media lead. Most salons are on Instagram.

WED: Send Script 1 via Instagram DM to 3 salons. Reference specific posts you liked.

THU: Make 2 cold calls using Script 2. Ask about social strategy and followers.

FRI: Send Instagram mention to 1 salon's post. Build visibility.

NEXT WEEK: Pitch 1-day shoot: 4-5 transformation videos, \$800-1200. Beauty businesses book FAST.

Restaurants

Signature dish videos, plating content, and restaurant ambiance that drive reservations.

Script 1: The Appetite Appeal Gap (Instagram/Email)

Hey [Name], I was checking out [Restaurant]'s Instagram and the food looks incredible. Here's the thing: food photos are great. Food videos are irresistible. A 10-second video of a perfect plate being plated or a dish being cut? That video gets 5x more engagement and saves than a photo. People book reservations because of videos, not photos. I'm working with 2-3 restaurants this month filming signature dishes, plate-ups, and kitchen moments. 20-30 second videos built for Instagram Reels and TikTok. Want to chat about it? [Your name]

Script 2: The Cold Call (Phone)

Hi [Name], this is [Your name]. I work with restaurants in [area]. I'm calling because I saw [Restaurant] on Instagram—your food looks amazing—but you're posting mostly photos. Here's what I'm seeing: restaurants who post food videos get way more reservation requests. Video makes people hungry. Photos make people scroll. Who does your social media, or are you handling it? [Listen. If they're interested:] What if we came in one lunch or dinner service, filmed your 3-4 signature dishes in action, and you had content for the next month? One session, multiple videos.

Script 3: The Busy Schedule Objection (Tier 3)

[They said: "We're too busy to film during service."] I hear that all the time. Here's what we do: we come in during a slower time—late lunch, between services—and film your signature dishes being plated and prepared. We work around your schedule, not the other way around. Most restaurants have one or two slower hours every week. We can knock out 8-10 videos in that time. Done. When's your slowest time of week?

Your Week 1 Game Plan

MON: Find 5-8 restaurants in your area. Look for: Instagram active, under 10k followers, minimal video.

TUE: Find social media manager or owner. Check if they have TikTok (opportunity).

WED: Send Script 1 via Instagram DM to 3 restaurants. Reference a specific dish.

THU: Make 2 cold calls using Script 2. Ask about social goals and reservation targets.

FRI: Send follow-up email to 1 non-responder with case study.

NEXT WEEK: Pitch 1-day shoot: 8-10 signature dish videos, \$1000-1500. Film during prep or pre-service.

Gyms & Fitness Studios

Member spotlights, transformation videos, and class highlights that drive memberships.

Script 1: The Community Gap (Instagram/Email)

Hey [Name], I've been following [Gym/Studio]'s Instagram and I see you post workout clips sometimes. Here's what I'm noticing: gyms that post regular member testimonials and class highlight videos get way more trial memberships than gyms that just post random workout clips. People don't want to see perfect form. They want to see real members getting results and feeling part of a community. Short videos of that? Gold. I'm helping 2-3 studios this month build a 4-week content series: member spotlights, class highlights, before-and-afters. One month, 8-12 videos. You use them through next quarter. Interested? [Your name]

Script 2: The Cold Call (Phone)

Hi [Name], this is [Your name]. I work with gyms and fitness studios in [area], and I'm calling because I see [Gym]'s doing great work—but your Instagram could do so much more. Most gyms post random workout clips. The ones getting real member growth? They're posting member testimonials and transformation videos. People join because they see people like them getting results. Are you the owner, or who handles marketing? [Listen. If yes:] What if we filmed 8-10 member testimonials and class highlights in one day, and you had content for the next month?

Script 3: The Testimonial Resistance Objection (Tier 3)

[They said: "Our members won't do testimonials." or "We don't have time for this."] Most members actually love being featured. They want to share their journey. The trick is making it easy: 30-second phone interview, then we film them for 10 minutes. Done. They feel like stars, you get content that sells. As for time: we do this while your gym is running. We film during normal classes. Zero disruption. This month, can I do a trial run with you? We film 3 member testimonials one day. You see the result. Then you decide if you want to do more.

Your Week 1 Game Plan

MON: Find 4-6 gyms and fitness studios in your area. Look for: active Instagram, 4+ stars, under 5k followers.

TUE: Find owner or marketing contact. Check Instagram bio or LinkedIn.

WED: Send Script 1 via Instagram DM to 2 gyms. Reference specific class or vibe.

THU: Make 2 cold calls using Script 2. Ask about member retention and acquisition.

FRI: Follow up with 1 non-responder about member testimonials.

NEXT WEEK: Pitch trial: 1 day, 3-4 member spotlights, \$500-800. Most convert to retainer.

Hotels & Resorts

Room walkthroughs, guest experience videos, and amenity showcases that drive direct bookings.

Script 1: The Experience Gap (Email/LinkedIn)

Hi [Name], I was looking at [Hotel]'s website and Google Business listing. Great photos. But here's what I noticed: no video walkthrough of your rooms, lobby, or guest experience. Travelers who watch even a 1-minute video walkthrough are 35% more likely to book. They see themselves there before they arrive. It's the difference between "Looks nice" and "I'm booking tonight." Most hotels think video walkthroughs are expensive or complicated. They're not. A 2-3 minute video of your hotel experience? That's one day of filming, and it moves every booking metric. Want to talk about it? [Your name]

Script 2: The Cold Call (Phone)

Hi [Name], this is [Your name]. I work with hotels in [area] and I'm calling because I noticed [Hotel] doesn't have video on your website yet. Here's what I know: guests who watch a video tour before booking have higher satisfaction scores AND lower cancellation rates. They know what they're getting. They're excited before they arrive. One video walkthrough, filmed in a day, pays for itself in increased bookings. Who handles marketing or your website? [Listen. Get that person. Or:] Can we grab 15 minutes? I want to show you what we've done for other hotels in [area].

Script 3: The Room Showcase Concern Objection (Tier 3)

[They said: "We're worried about showing our rooms—we don't want to set expectations we can't meet."] I used to hear this a lot. Here's the truth: your rooms are beautiful. Show them. The guests who watch that video and book? They're not the ones who cancel. They're the ones who arrive excited. We film your best rooms, your common areas, your amenities. We light it well, we make it look like a destination—because it is one. Guests see that video and they can't wait to check in. This month, let's film one room and your lobby. See how it converts. Then you decide if you want the full package.

Your Week 1 Game Plan

MON: Find 3-5 hotels in your area. Look for: 3.5+ stars, no video on website, established, independent.

TUE: Find marketing manager or GM. Check website or LinkedIn.

WED: Send Script 1 via email to 2 hotels. Subject: "Why [Hotel]'s direct bookings would increase 20-30% with video"

THU: Make 2 cold calls using Script 2. Ask about OTA usage and direct booking percentage.

FRI: Send follow-up to 1 non-responder with stat about direct booking rates.

NEXT WEEK: Pitch 1-day shoot: 2-3 minute walkthrough, \$2500-4000. "One video, lives on site forever."

Remember

"It happens once. The video is what lasts."

That's our belief. That's what drives every project we do. You use these scripts not to push video on people, but to help them see that their story matters. That capturing it now—before it's gone—creates something they'll treasure forever.

Your job isn't to be a salesman. Your job is to be the person who helps them see the value of capturing the moment before the moment is over.

This week: Pick ONE vertical. Build 15-20 prospects. Reach out to 5. Track results. Iterate. Most videographers quit after 2-3 rejections. The ones who succeed push through to the 5th or 6th conversation. Your persistence is your competitive advantage.

JONATHAN PRODUCTIONS

Toronto & GTA | 15+ years behind the lens

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Certified drone pilot • Delivered on time, every time

This framework is built on 15+ years of client conversations, objection handling, and booking results. Your execution + market conditions = your outcomes. Use this as your starting system, then build on it with your own voice and experience.