

Well Equestrians Content Creation Services

Helping professionals build their brand, engage their audience, and develop and produce online courses and clinics with high-quality media and strategic support.

Why Work With Us?

The world needs your knowledge! At Well Equestrians, we specialize in creating authentic, professional video and graphic content tailored to the equine industry. Our services will help you attract more clients, build a loyal online community, or launch paid online clinics or courses. Let us help you connect with your ideal audience and grow your business.

À La Carte Services

Filming & Video Production

- **On-Site Filming Session (2 hours): \$275**
We bring professional gear to your location and capture 4k footage of your training, clinics, or demonstrations. You receive all unedited raw video files.
- **Additional Filming Time: \$100/hour**
- **Travel Fee: \$15+** for locations beyond 30 minutes from Yardley, PA

Video Editing

- **Short-Form Social Videos (5 videos under 1 minute): \$125**
Designed to boost engagement and capture attention. Perfect for Instagram Reels, TikTok, and Facebook Shorts
- **Long-Form Extended Video (up to 10 minutes): \$125**
Designed to engage an online following and showcase your expertise. Perfect for YouTube or Patreon.
- **Online Clinic Video Editing: \$275 per finished hour**
Professional editing of your clinic footage to create polished videos for sale or online learning.

Licensing for Clinic Videos

- **Full Rights Buyout Add-on:** \$375 per finished hour
You retain full rights to all media produced from the clinic or demonstration and have sole distribution rights.
- **Revenue Share License:** 10% ongoing royalty on gross revenue generated by the video (minimum 12 months)
Pay-As-You-Earn from your online video sales.

Graphic Design

- **Social Media Graphic Packs (5 custom designs):** \$75
- **Event or Clinic Poster Design:** \$65
- **Basic Logo Design:** Starting at \$150
Bespoke graphics to elevate your branding and marketing materials.

Strategy & Website

- **Social Media Strategy Session (1 hour):** \$55
- **Monthly Strategy Support:** \$75
Includes content calendar planning, audience growth tactics, and ongoing guidance.
- **Website Build (Wix or Squarespace):** Starting at \$650
- **Website Refresh:** Starting at \$350
Update your online storefront to convert visitors into clients.

Monthly Content Packages

Mini Media Retainer – \$525/month

Ideal for trainers starting to build consistent video content.

- 1 filming session (2 hours)
- 5 short-form social videos
- 1 YouTube video
- All raw footage delivered

Growth Builder – \$975/month

Build your presence on multiple platforms with more frequent content.

- 2 filming sessions (2 hours each)
- 10 short-form social videos
- 2 YouTube videos
- Raw footage included

Standard Growth Package – \$1,450/month

For professionals ready to scale their content and audience.

- 4 weekly filming sessions (2 hours each)
- 20 short-form social videos
- 3 YouTube videos
- Monthly strategy session
- Raw footage delivered
- Priority scheduling

Premium Launch Package – \$6,000 (One-Time, 3-Month Project)

A comprehensive package designed for trainers launching online clinics or courses.

- Full-day on-site clinic filming (up to 8 hours)
- 3 hours of professionally edited clinic footage with full rights included
- 2 additional 2-hour film days
- 20 short-form social videos
- 4 YouTube videos
- Custom-designed event poster and social media graphics for promotion
- Full 3-month content and social media strategy plan
- 3 monthly one-on-one strategy sessions
- Priority support and content review throughout the launch period

How These Services Help You Grow

- **Connect authentically** with your ideal clients by showcasing your expertise and personality.
- **Build consistent content** that nurtures your audience and keeps you top-of-mind.
- **Create multiple revenue streams** by packaging clinics and training sessions into sellable online courses and videos.

- **Save time and reduce stress** by outsourcing media production and strategy to an experienced equine media specialist. .
- **Elevate your brand** with custom designs that reflect your unique style and knowledge base.