



How To Turn Your Passion Into A Video Series  
(aka How To Become a YouTube Star)  
– By Teri Bayus



Six years ago, I decided to take my weekly food column and turn it into a TV series. After two years of false starts and failures, I launched Taste Buds. This 30-minute lifestyle and food show is now in its fourth season and has produced shows in Italy, Cuba, Paris, London and all over the Central Coast. We have parlayed our success into Best Chef Competitions and Lifestyle events to promote the brand, along with a backlog of restaurants and chefs wanting to participate.

I have found from creating this on my own from the bottom up, some success tips that have helped me become successful and opened up more traveling opportunities and writing assignments.



I am now sharing my journey, wisdom, and secrets in this workshop. This 90-minute class will teach you how to take what you know, what you have written, and turn it into a shareable and sponsorable video series. The class will include instruction on the following:

- How to know your work will transfer to a digital medium
- Planning your platform
- Sales to help finance your video
- Scouting locations
- Whose face will be on the screen?
- Pre-production musts
- Hire the right production team
- Shooting
- Lighting
- Sound (the most important part of videos)
- Postproduction
- Editing
- Credits, CGI, trailers
- Press Releases
- Marketing your production
- Distribution



Students will leave with a better understanding and hard facts on how to start their own video productions.



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