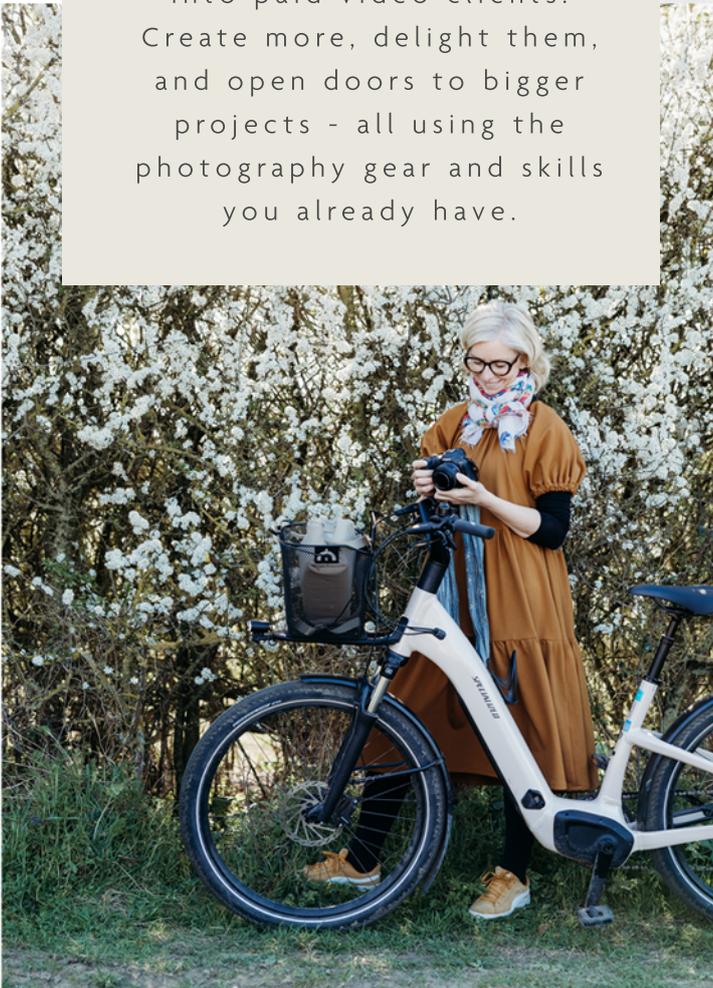


# How I Introduced Video to Brands That Didn't Ask for It

**And how it quietly became a paid part of my work**

Grow your existing clients into paid video clients. Create more, delight them, and open doors to bigger projects - all using the photography gear and skills you already have.



*Start small.*

It's not about becoming a videographer. No fancy gear. No long hours of editing. Just build the video along side your photography.

*capture life*  
ACADEMY

# I DIDN'T SELL VIDEO, I SHOWED IT

## 1. Stop motion

If you're mid-shoot with models, clients, or a busy set and video still feels intimidating, stop-motion is a brilliant first step. You're already photographing the product — often quietly, on your own — which makes this the perfect moment to add motion without pressure.

Simply shoot a sequence where the product moves slightly between frames (around 40–60 images works well). Place the images one after another and play them back as a short film — essentially a fast slideshow.

**Paid future upsell is more stop motion and “real” video.**



# JUST A BIT BETTER

## 2. Elevated BTS

Create a BTS reel for your client — but make it better than anything they'd create themselves. Even filmed on your phone, thoughtful clips, gentle movement and simple editing can make it feel polished and indulgent.

This works beautifully on shoots with assistants or stylists, where you have small pockets of time to film. Deliver it as a ready-to-post reel alongside the images and let your client experience how effortlessly the content was for them.

That ease is the magic. Once clients see how simple it was for them, they almost always ask for video again next time. I've done this many times using a mix of phone and camera footage — nothing fancy, but incredibly effective.

**Paid future upsell is more “real” video that they can use in reels.**

**The key is using your creative eye, so the content feels better than what they got them selves on the day.**

# A PROPER TASTER

## 3. Out to inspire

Go into the shoot with a plan for just one beautiful piece of video. Film it with care, edit it into a ready-to-use reel, and maybe even suggest a simple hook or caption to go with it.

By handing over finished content alongside the image gallery, you're gently showing that you understand their brand and message. It feels easy for them - no extra thinking, no extra effort.

When that piece performs well on their social channels, confidence builds naturally. This is my favourite way to introduce video: no pitch, no sales conversation - just quietly showing what's possible.

**Paid future upsell: They actively ask for video up front, it becomes part of the**



# HEJ

## If we haven't met

I'm Dorte — a photographer who's been quietly adding video to commercial and brand shoots for over a decade. I didn't start with fancy gear or complicated setups; I simply built video around what I already knew from photography. Today, video is a natural (and paid) part of my work with brands — and the most valuable shift I've ever made in my business. I love helping photographers do the same, without overwhelm or pretending to be a videographer.

### MY APPROACH

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Minimal gear

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Gentle video

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Build slowly

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Use what you know from photography



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Dorte  
Kjaerulff  
lifestyle photography