WHY I MADE THIS EDIT

Your Business Consultant Bestie

ABOUT THE VIDEO

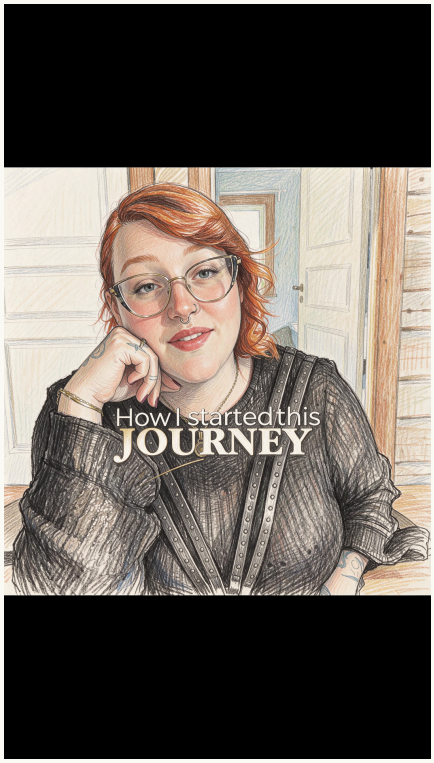
The speaker recounts how she started her business, including having a shop in the Netherlands when she was 20. I edit her account around the client's brief, alternating talking-head footage with illustrated cutaways and ending on her consultant identity.

INSPIRATION

I wanted the opening to feel welcoming because her message is "business consultant bestie," while keeping the story focused on how her business began.

CREATIVE CHOICES

I follow the client's brief for fonts, colors, stars, and emphasis. Warm footage, soft transitions, and a recurring illustrated treatment give the different scenes a shared identity.



00:01

A woman with glasses and light-brown hair appears in a close-up against an indoor background. White text over her reads “How I started this” and “JOURNEY.”

I use the opening hook to tell the story of how I started this journey. It plainly introduces what the video is about, and I wanted the frame to feel welcoming because the message is “business consultant bestie.”



00:04

The woman remains on screen. A Netherlands map, the Netherlands flag, and a location pin appear over her chest; large white text below reads “The Netherlands.”

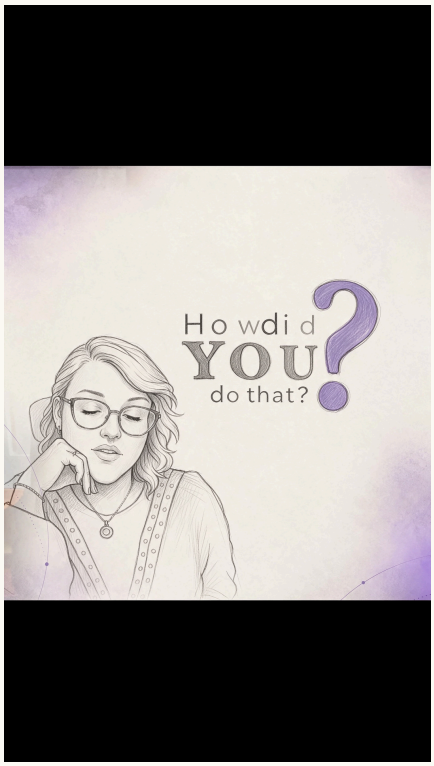
I bring in the Netherlands graphic as she says she had a shop there when she was 20.



00:06

A black-and-white line illustration of the woman appears on a pale background with soft lavender areas. The text reads “Since I was,” with a large purple “20” and the subtitle “well, it grew so fast.”

I move “since I was 20” into a designed background frame to give the viewer a break from the talking head and create an intentional identity for the background.



00:14

Inside a wide pale illustration framed by black bars above and below, a line-drawn woman with glasses rests her head on one hand. The words “How did YOU do that?” sit beside a large purple question mark on a pale background with lavender accents.

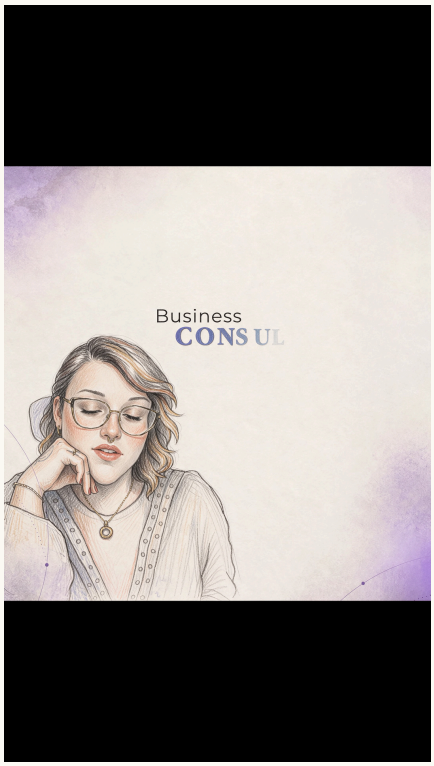
I cut from the talking head to the illustrated question-mark scene at this spoken question, giving the edit a visual pause and a clear change of pace.



00:18

The speaker sits in a warm interior, wearing glasses and a dark top. The words “Business CONSULTANT” cross her chest, with “CONSULTANT” in purple; black bars frame the image above and below.

I enlarge and color “CONSULTANT” while keeping the speaker visible behind it, so her role lands clearly in the sentence.



00:21

A line-drawn portrait of the speaker appears on a pale background with soft lavender areas. The word “Business” sits above the partially revealed purple letters “CONSUL.”

I end on the illustrated portrait and the partially revealed consultant title, carrying the visual identity through the final beat.
