

**\*\*Warning-** this is a lengthy post, but I want to include suggestions on how and when to deliver the content as well as suggestions and ideas for the information and topics that can be included.

First off I think this is a great idea for someone like you who has a sound understanding of both the hardware and the software of the Phantoms.

### **How**

A few ideas that I have about the delivery of the content are anything from just one simple video, to an entire course you put together and sell through different online course webpages such as Udemy, Coursera, Udacity etc (not what I would want you to do but an option, and if the financial support means that we as the customers get professional quality, very well planned and executed videos and instruction, then it would be worth it). Another idea that may be more popular is to put together an entire course or series of videos as mentioned above, but instead of selling it post them on your youtube channel. With enough subscribers and hits you could also generate some support through advertisements. Another idea to generate financial support is to setup a link for subscribers and viewers to be able to donate, surprisingly people are usually pretty generous. One last idea is that you could do this as a live webinar sort of deal and have different episodes that you broadcast and viewers can submit questions while watching the webinar. I know timezone differences might restrict the audience, however its just an idea. Better yet, I think a combination of these different approaches might end up being best. For example, maybe have a youtube channel but also throw in live webinars every once in a while, maybe for hot topics, such as the very first unboxing of the Phantom 4 and first impressions. This way viewers that have questions can ask them and have them answered immediately. You could also use the live webinars to discuss hot topic issues as they arise such as with the Phantom 3 issue of random shutting off and falling from the sky. You could invite experts onto the "show" to discuss the science and theory behind some of the issues. Lastly as a part of this "how" section, I already mentioned a few ideas for funding, one last idea I wanted to throw in was that you can solicit different companies related to drones and see if they will support or sponsor your show/channel, where you give them a "shout out" at the beginning or end of each episode and mention "this show is made possible with support from..."

### **What**

As far as content goes I have already touched base on a few of these ideas. I think a course setup might be useful for everyone, starting with the basics and onto more advanced topics. A rough draft layout could be

- Start out with a detailed overview of legal safety and other precautions that pilots need to be aware of as they go out to fly. (I guess this would have to be very general because each country has their own laws) but maybe even provide websites where pilots can find resources on different laws in different countries, because even though a pilot may live in one country many pilots take their birds with them when they travel to other countries.
- Second section (which might include sub sections) might be an overview of the hardware, maybe even getting into how some of the components work and communicate with each other.
- Third section would be an overview of the software (may also be divided into sub sections) and different settings and features included within the DJI Go app, and what settings might be used in different situations.
- Fourth section would be actually getting out and getting ready to fly. Preflight planning preflight checks, calibrations, explaining when different calibrations should be done. Ways to take off auto vs manual, and how to safely takeoff even when no level ground is available.

- Fifth would be flying and different techniques that could be used to capture different shots, and ideas of how to really capture different scenes.
- Sixth, I know I have seen a lot of people mention this, but I am not sure if this is what you are into, but I know it is a very popular topic and that is post shoot advice. This ranges from what computer to use to edit your footage, where to store all of the footage, what software to use to edit the footage, how to edit the footage with different software, and lastly how to share and publish the footage you just captured, edited and compiled.
- Seventh and beyond could be touching on and reviewing different accessories (Different ND filters which is always a hot topic, different cases/bags, aftermarket props, lights, decals, lots of different mods that are out there such as antenna mods to increase the range, lens caps and hoods, replacement arms for the tablet/phone holder, the list of accessories and mods goes on and on as you know. Also either here or in section 3 discuss some of the third party software that is available and the pros and cons, and how to use them, this includes litchi, vertical studios, and even online resources such as healthydrones.com. This could very easily also be a source of support because as you gain a large following (which you already have), companies will want you to review and endorse their products (as long as they understand that you will give them an honest review).

This sort of information and layout would be useful not only for us that already have Phantoms, but also for the newcomers. It would be nice to be able to reference your videos in this forum when questions arise. I don't think these videos need to be very long either, I think keep them each to 15-20 min. Break them up into smaller segments so people do not feel like they have to commit a ton of time to watch and learn. It is crazy, research has shown that people will not watch any one video for more than a couple minutes for fear of wasting too much time, but will watch hours of many different videos in the same sitting.

As for the webinars (live or not, even if they are live just record them and post them to your youtube channel). Like I said I think these would be fun, whether it is to discuss a new product, software update, or a hot topic/ common problem pilots are experiencing. You could have invited experts, i.e. engineers, software developers, programmers etc to discuss the science behind different issues, instead of Joe Shmoe with no background in programming, or electrical engineering etc trying to tell everyone else on a forum why a certain problem is occurring. Then you could also open the floor to callers where normal pilots like you and I could call in to give our point of view, or experience with a certain problem. (just some examples of topics I remember seeing with the Phantom 3 are the randomly shutting off and falling from the sky, discuss the why and how this is or could be happening on a scientific level, not just "because you aren't supposed to take off with a less than fully charged battery". Another is speed, pilots feel their Phantoms have been throttled back with recent updates. Cracked shells and potential home remedies. Low range of drone, or transmission problems. And as you know the list goes on and on. My idea is that instead of having a thread that is 1000 posts long, that someone like me will never have the time to read through, you can hash it out in a 30 min webinar, including expert opinions, or explanations. You could draw the crowd in by advertising it on the forum, explaining that you are going to host a live webinar and have invited xyz guests, if you have questions, concerns, experiences you will have the opportunity to call in or write in and ask, express or share your views questions and experiences. I think it would be a very useful and fruitful means of communication and education.

Another random idea might be to have a co-host. I am not sure if this is needed for the course content, but maybe the live webinars would be great because it might be tough for you to talk

continuously, it would be nice to have someone interject their ideas and questions. I have many more ideas, these are just some that come to mind when I sat down to write this, but I wouldn't mind discussing these or going more in depth especially on the actual course content or other ideas and the pros and cons of different content and approaches. I figured I have already written enough but am willing to share more if you are interested.