

# Innovative Video Productions

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## Small Video Company Produces Hit Business Cable Series

Innovative Video Productions, a small video company located in Northern Virginia, is producing a hit cable series called The Profit Partner. This show, produced at a local cable station, features a unique business in each episode. The half-hour show is hosted by a professional business coach, Cheree Warrick, who specializes in assisting small to medium-sized businesses maximize their profits. She interviews company owners who discuss their products and services, as well as the process of establishing and growing their businesses. The shows have appealed to both consumers and entrepreneurs who gain industry insights. In some instances, Innovative Video Productions has shot on company location and recorded visuals that are edited into the interview show. The Profit Partner has been very popular with business who welcome the opportunity to profile their establishments and increase their exposure as the show airs on cable channels in the area. The companies also have the option of uploading the Profit Partner video to their websites as well as a large assortment of video hosting sites such as YouTube, Google Video, Yahoo Video, Vimeo, and Blip TV which provide additional publicity.

Click the link below to view episodes of the show:

<http://innovativevideoprod.blip.tv>

## **About Innovative Video Productions**

**Innovative Video Productions** specializes in business profiles and infomercials. This form of promotion has become very popular among companies who use video profiles on their websites and provide DVDs to their customers. Innovative Video Productions began producing the Profit Partner at Arlington Independent Media in Arlington, Virginia, a non-profit cable station. Shortly after The Profit Partner became a hit series, production moved to Fairfax Public Access in Fairfax, Virginia. Innovative Video Productions also does corporate events, training conferences, public service announcements, real estate videos and documentaries.