PROFILE is a mini-documentary series that showcases businesses, influencers, artists, and entrepreneurs by following them around for a day to share their process, inspiration, and future.

PROFILE was created by Frank Udavcak; a *Pennsylvania State University Smeal College of Business* graduate & previous Wiz Khalifa *DayToday* videographer with over 50 million video views and an expansive business and asset portfolio. Frank's passion for understanding business and community while contributing to their growth has led to the creation of the *Shark Tank* meets Mike Rowe's *Dirty Jobs* mini-documentary series.

The **X3 Team** welcomes you to contribute ideas and suggestions and encourages networking of resources to create a closer community.

You can view the final video on YouTube.com/EdgeMedia09 or at www.xthree.co

Any questions or comments, please contact

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SHOT LIST - "Anytime you need luck; Bet on 13"
- ❏ Piano stings
- ❏ X3 Logo
- ❏ Glidecam across salon floor to someone in hair dryer
- ❏ Pan quick and go to their perspective with GoPro
- ❏ They stand up and go to mirror
- ❏ Cut from side of them sitting in chair
- ❏ Tripod over shoulder in mirror
- ❏ Zoom forward to Kelsey cutting hair
- ❏ Hero shot of Kelsey in salon
- ❏ Action shots slo-mo of scissors gliding through hair
- ❏ Action slo-mo shots of hair dryer and hair in wind
- ❏ Slo-Mo laughing

INTERVIEW QUESTIONS TO OVERLAY
(Answers are general responses intended to provide inspiration and do not directly affect the responses of the owners.)

1. Why 13?
   a. The number 13 has surrounded me since I can remember. For some, it is unlucky. But that's just perception. This is the truth. 13 stands for the luck we bring ourselves when we face the unknown. Our clients want their looks to reflect their courage. Their determination
2. How did you get started?
   a. Inspiration?
   b. Costs?
   c. Marketing tactics?
   d. Education/Experience
3. What do you think has been the most challenging part of owning a salon?
   a. How to conquer it
   b. Progressive processes
4. Let's discuss the business side
   a. Best way to promote return customers
   b. Best way to network
5. Would you be interested in a software interface that would help you do your marketing all by yourself?
   a. What would you be willing to pay?
   b. Do you want to be invited to an exclusive preview?