

THE DEATH OF VIDEO!



**The Undeniable Truths of Why Video
Is Dead To You, Unless You Do These
3 Things To Bring It Back
From The Dead In Your Marketing**

By Richard Moore

ATTENTION

**Business Owners, Coaches, Trainers, Consultants,
Speakers, Authors, Workshop or Seminar Leaders...**

**If you want to sell information products on the Internet
and you're lacking clarity about how to get
more customers and clients using the power of video
that everyone is talking about, then this could be
the most important report you read this year!**

Let's cut straight to the chase, because here's what this Report is going to give you and do for you...

Number 1: it's going to spell out the three reasons *exactly why* **Video may be dead for you, not to mention a complete waste of your time!**

Number 2: it's going to give you the 3 key skills for outstanding Video as well as my **valuable Checklist of what you need in place to be really succesful with Video and make Video come *alive* for your Marketing.**

There's so much *stuff* out there designed to slam-dunk or push you into creating videos...

...making you believe you can do them **effortlessly**...

...perfectly

...cheaply

...every time!!

Well, I've got news for you...

...listen in closely, because you're about to get a shock.

Now, lean right in, hunker down and focus 'cause this matters to you big time.

This is a big lie!

You *can't* create all the Videos for your business that you want to or that other people say you can.

Nope, nada, *zip!*

You've been sold down the proverbial road if you've bought into the concept that you *can* do it all when it comes to Video.

Sorry to shatter your dreams of crafting the perfect Video that is going to produce a deluge of Customers and Clients banging on your virtual door!

Hell no, actually this is not about being sorry.

Get angry!

You have every right to be furious that you've been lied to, manipulated and conned.

Yes, feel that righteous indignation bubble up from deep within you.

Hey, I'll let you off with an: "Well, I didn't know...!"

Yeah, well now you do. See... here's the truth.

You are bombarded and pummelled from all directions by a self-serving media that quite frankly doesn't give a damn about your feelings on this matter.

Celebrities and Business Gurus fill our heads through the media with the perfect lifestyle, the perfect this... the perfect that... that unattainable, that unreachable, that illusionary lifestyle or "thing" many aspire to... that we're taught to dream of.

We've been suckered into this since we started watching TV.

And the more we try to get Videos done, the more they don't get done.

I'm about to reveal the reason why in a moment! And why Video might indeed be *dead* for you and your business.

Even if you have endless optimism, the effort required to structure and shoot your Videos actually takes away your ability to perform the Actions to make Videos work for you.

Scary, or what?

And I'm not just talking about *attempting* to add Video Marketing into your Business when you are already trying to keep all the other major plates of Business Success spinning in the air at the same time.

At least one of your 'plates' regularly crashes... thud... to the ground, taking your eye off the Video ball... sucking the hours out of your day, leaving you floundering and struggling to find the time to do Video, even if you know what you're doing.

Trying to structure and shoot a Video with all that you have going on... well it's not easy if you haven't got a Proven Success System to fall back on to keep your crap together (*crap* is a technical term, by the way).

You most probably don't actually know what you're doing when it comes to successfully shooting Video - what to say and what to do.

And then there's your competition who are churning out Video after Video, grabbing all your prospects.

"Arrrgghh! So what do I do about it?" I hear you scream in frustration!

Now, don't go beating yourself up over this.

It's not your fault!

And I'll tell you why in just a moment when we take a look at the Actions you need to take to shoot good Video.

Because quite simply, you don't know what you don't know. And this stuff isn't taught anywhere at Business School, nor by the vast majority of Video Gurus out there, nor by well-meaning Videographers - you know, the guys with the horrendously huge and expensive looking Video Cameras!

And this is exactly the reason why I want to share with you... **The Circle of Business Endeavour™**.

Read on to discover how this can have a major and positive impact IN ANY AREA of your life - if you let it...

The Circle of Business Endeavour™

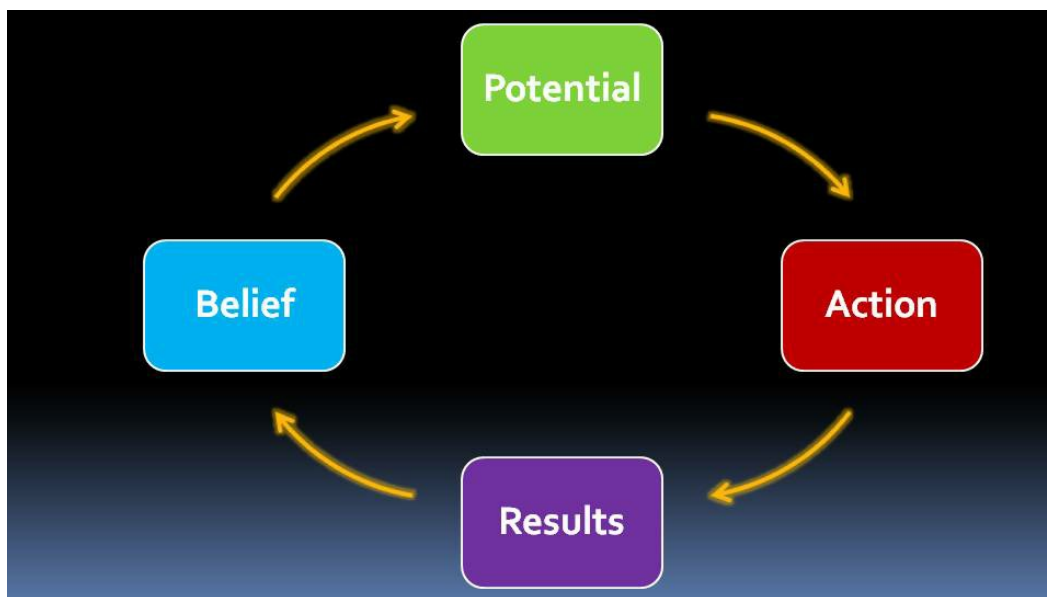
I first discovered this concept from an interview with Tony Robbins. Tony specialises in Peak State and Peak Performance and visualising the Positive Results that you can achieve in your life. Check out his work.

We're going back to basics to show you the difference between a *Virtuous* Cycle of Business Success and the *Vicious* Cycle of Business Failure.

Then we'll take a look at how you can actually make Video come alive and work for you, instead of it being dead for you and your business.

Because if you don't know what you're doing, good Video will be inaccessible and dead to you... hence the title of this report!

Let's get started... and take a look at the Circle and how it works...



THE MOST IMPORTANT CONCEPT here is that this Circle of Business Endeavour™ works two ways... with the same four points of focus

You either operate the circle as a **Virtuous Success Cycle**.

Or you operate the circle as a **Vicious Failure Cycle**.

And the Universe really doesn't care which way you operate it!

It's most definitely your choice!

How To Make The Circle Work For You...

Let's start with the *Virtuous Circle*. In the vast majority of cases, you have massive **Potential** to maximise and take advantage of the Power of Video.

Take the *right Action* and you will get the *right Results*. Doing the right things, in the right order at the right time, will get you the right Results.

Get the right **Results**, which can always be improved by testing and measuring, and you will increase your **Beliefs**.

This is incredibly powerful stuff. And guess what?

Increasing your **Beliefs** in the Power and Effectiveness of Video, because you got good **Results**, will give you even more **Potential**. Which will lead you to take even more effective **Action**. And more of the correct **Action** will give you even better **Results** which will strengthen your **Beliefs** even further.

Video will be alive and working well for you, boosting your positioning and getting you more clients and customers.

This is the Virtuous Circle of Business Success.

**But... the reverse can be devastating
by comparison!**

You still start with massive **Potential** around Video.

BUT, take the *wrong Action*, or take no **Action** at all... and you will get very *poor Results*!

And if you don't get positive **Results**, your **Belief** in Video will *plummet* through the floor.

Because if your **Belief** has disappeared into Middle Earth, then your **Potential** is hot on its heels and probably near zero.

Are you seriously going to take **Action** with near zero **Potential**?

Hell no! You'll throw up your hands in horror, disgust and frustration and tell the world that "Video doesn't work"! In other words, Video is dead!

And Video will be dead to you and your business, even when all around you are saying it's the latest thing and you should be using it!

Later on, I'm going to tell you exactly how to make Video come alive and work for you and your Business Marketing.

But first of all, let's take a look at the Consequences of not taking the right Action on Video.

And yeah, it all has Consequences...

First off, consider your Reputation which is often hard won over many years.

You might find yourself chucking your hard won Reputation down the proverbial toilet. Because, being blunt for a moment, you probably look a bit of a self-conscious amateur on Video if you don't know what you're doing.

And what about cost in terms of time?

Video can potentially suck all your time dry. This applies particularly if you are trying to do it all yourself. Hours and hours and hours.

And all for the sake of a little knowledge!

What about the actual cost of making Videos if you decide to outsource it?

This is a biggie!

Leaving aside the Corporate Showcase type of Video for a moment, you can waste incredible amounts of money hiring a team of Videographers.

Hey, lean in a bit here, I've got a secret to tell you...

Most Videographers don't know what they're doing when it comes to directing you on Camera. Oh sure, they can make you look pretty and slick and... well beautiful.. on Camera.

But...

... that's not exactly going to cut it when you are trying to get the Attention, Engagement and Action of your Viewers!

Even if you think you know what you're doing and you're going to be "OK". You rock up to camera, you freeze and then you can't perform!

What a waste of time and money that can turn out to be!

Now you may be saying that answer is surely to have a "professional" produce a Corporate Showcase Video.

Well, yes and no. Showcase Videos have their place, particularly in terms of showcasing your company to someone who already knows you and just wants to check you out.

Ummm... forgive me for bursting your bubble. But the average first time visitor to your website isn't interested in your company. They are only interested in whether you can solve an immediate problem they have.

All too often with "professional" Videos, Entrepreneurial Adaptability, Brevity & Clarity get slaughtered on the altar of Hidebound-Grouphink-Corporate-Enterprise Ponce and Puffery.

Yeah, "Ponce and Puffery" is a polite way of saying that your "professional" Video *sucks* and nobody pays it any attention!

As you can probably tell - my take on Video Production goes a little deeper than the typical 'outsource check-list' stuff out there

And what if you've paid to direct traffic to your crap Video?

Well there goes more dosh, straight down the pan. Because a crap Video will always be a crap Video!

That's gotta weigh you and your business down, big time!

So finally... and this part *really* sucks!

You're getting left behind by your competition! Video is now working for some people and for some businesses. And you are getting left behind if you aren't doing it. You are losing business to others who are succeeding with Video.

Realise this though... Video is working for Business Owners. If you've tried it and "it" didn't work, then it was you that didn't work it!

And all because you don't know what you're doing on camera & with Video!

As you imagine carrying all this uncertainty, strain and struggle into your Business Marketing future, what are the long-term consequences of appearing like an amateur idiot on camera and losing out to the Competition on your Relationships, your Health and your Business Career?

I bet you're not making a pretty picture right now.

Well, maybe it's not so bad after all and you've got some ideas of how you can cope with the situation and at least make some headway in learning to do Video.

It goes something like this....

“Video is a performance, right?” (Well yes, you got that one right!)

“So if it's a performance, why don't I just do the following?”

1. Just DIY it. Just do it, have a go, see how it turns out.
2. Maybe hire in some Media Training?
3. We've already covered expensive film crews. They need to be really good! And I mean REALLY good if directing you. And then there's the often prohibitively high cost of their expertise.
4. How about just driving extra traffic? But what if your Video is crappy anyway? Hmm, a crappy Video is not going to convert and money might be wasted big time on Traffic.

5. Ah, maybe the answer is a Public Speaking or a Presentation Skills Course! That will surely make me perform better on Video Camera?

This Lot MIGHT work... just!

Look, these Strategies WILL work to some extent, but they are not the whole answer. They are only partially right.

Without key strategies in place to succeed with Video, you will struggle and pay the price.

Yep, 'fraid so.

At this point, you may very well be madder than hell at reading this. Who the hell is this guy, Richard Moore, to be preaching this stuff, this doom and gloom. What does he know?

Well, I've been in 'learned helplessness', in that place where there is so much negative mental crap, anger and anguish that I couldn't move. In the mid to late noughties, my life was out of control, with broken dreams, broken ambition and broken business relationships.

I was heading down a path that appeared like a bottomless pit, a destructive path that I knew ultimately did not have a place in my life.

Part of a consequence of following this path was the inability to get enough clients and sheer incompetence at Video when I eventually started doing it! I really sucked at it! Frankly, I was initially terrified of being on Camera.

I didn't have any focus or clarity. And with no clear direction, I entered a twilight world, a world of unproductive behaviour, feeling overloaded, indecisive... and wanting more, oh so much more.

Here's what turned it all around...

I had a realisation... a flash of inspiration.

Remember I said that it was all a big lie, that you can't create all the Videos for your business that you want to or that other people say you can do?

Well I discovered that...

You CAN create all the Attention-grabbing and Engaging Videos you want...

**...if... and it's a very big if...
you are prepared to *learn* how to do it.**

Look, the BIG problem is that you don't know how to perform to Video Camera. You don't know what to say. And you don't know how to do an *effective* Call-To-Action.

You've most likely never learned it at school and you've never had to learn the necessary skills in the business environment.

See, all that bad stuff we've been talking about happens because you haven't DECIDED to implement a system that can help you get clarity, structure and performance into your Videos.

There's loads of books and free info online on how to shoot Videos, to get you on track with Video Success so that you can have more Impact, Influence and Income.

Well, LEARN how to it! Because you are going to reap the rewards big time if you learn to shoot Video correctly.

Because a good Video can showcase you and position your expertise 24 hours a day, 7 days a week. It always shows you at your very best. It never gets tired. It's always there delivering your message in the best way possible.

It's the ultimate in Marketing Leverage!

There's a whole host of techniques that go into make the perfect Attention-grabbing and Engaging Video. And I'm sure you realise we can't cover them all in this Report.

But there is a technique that you CAN learn which will enable you to be streets ahead of any competition...

...a technique that is simple...

...easy to learn...

and that will make a **big** impact on your Video Viewers.

But you need to get your arse in gear (*another technical term by the way*) and commit to learning and to doing this.

No faffing around!

And it really is the *ultimate* in Marketing Leverage and has been proven to get more clients and customers.

And now pay close attention here...

Your ability to communicate with the video camera, your ability to do effective online video that actually engages and sells...

...is going to be the most important skill to develop and possess for any Modern Expert, Business Owner, Marketing Manager or Entrepreneur with a message...

More important than even public speaking, networking or face-to-face sales. Video Performance Skills are going to become the most important skill to access above any of those things"

That's a very bold statement!

But what basis does it have in the real world?

Is there any proof that this Video Marketing stuff actually works?

The answer is a resounding YES!

I'm shortly going to focus on a technique that is an easy-to-implement video Structure... but first...

A Video “Mastercode” For Success...

The stuff I’m about to share with you was based on a system called Video Psychological Operations™.

Yeah, yeah, I know that’s a bit of a mouthful, but it does what it says on the tin.

This is about Video Psychology and Selling-from-screen technologies. They were developed over a 10 year period in a dark room...

...full of monitors in QVC, the biggest and most demanding Shopping Channel on TV.

This was a real-time laboratory used to discover what makes people *respond* and *buy* from TV.

Clients like...



...have benefited to the tune of £hundreds of millions over the years from these technologies.

Hey, stay tuned in here... the results of this QVC “laboratory” testing was a Master Code for influencing people to take action via Video.

And this “Master Code” for Video Success is now available to you!

I’m about to share a checklist for creating Attention-getting and Engaging Video for your prospective clients and customers.

3 Key Strategies For Video Success

#1: Know what to SAY

#2: Know what to DO in front of Camera.

#3: Know how to deliver an *effective* Call-To-Action

Practice makes perfect, or at least a Video that is respectable and which is more likely to be viewed by your lovely Viewers - right to the end!

Come with me on a little journey and check out these three Strategies...

First off - what to say. Then I'll give you a check list of what to do.

And I'll bust wide open the Myths and False Beliefs that could be irrevocably harming your videos.

The first time someone sees you on Video is usually on the front page of your website, or on one of your Landing Pages.

...And it is usual for you to give away a free PDF Report or free Video series or Podcast, or equivalent.

The type of Video that promotes this free giveaway is known as a Landing Page Video or Squeeze Video.

...The Video is usually quite short, between 1-3 minutes, and certainly no longer than 4 mins - tops!

I want you to play along here and actually DO this exercise in scripting your own Video and what you're going to say and when.

Don't chicken out on me here. Otherwise you won't be doing yourself ANY favours.

So DO - DO - DO this exercise as I take you through it!

Capiche? (Get it?)

And I'm *now* going to reveal the solution for making Video come alive for you!

The 5 Part Structure of A Basic Squeeze Video Which Will Get You More Opt-ins / Subscribers

Marketing by providing *real* education-based value up-front is a MUST these days!

That can be a free Report, a free Video series, a free Podcast etc.

This 5 Part Structure is based on the fact that you have *something of value* that you can deliver free to your prospective clients or customers.

This 5 Part Structure is also known as the Squeeze or Landing Page Structure.

1. Welcome

Start with just saying “Hi” followed by your name and that you are the creator, founder of... Or which company you own... Or which systems you have created... Or which book you published.

Keep this bit really short. This is the ONLY point where you talk about you.

Here’s an example from me...

“Hi... I'm Richard Moore, Founder of Ultimate Video Mastery, the UK's Premier Video Skills Training Programme For Business Owners and Marketing Managers.”

Now write out your opening welcome piece in the space below...

Go on now... I’m watching you! Just do it.

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2. Qualify Your Viewer

This is where you immediately qualify your Viewer as to who they are when watching your Video. This is where you start to get inside their head AND get their attention... BIG TIME!

By the end of this Video, your Viewers know that this Video is for them, (or not as the case may be). This Structure lets your Viewer know who they need to be to qualify to watch this Video.

Here's an example from me...

"If you're watching this video it's because you're an Entrepreneur, a Business Owner, a Marketing Manager, a Speaker, an Author, a Workshop or Seminar Leader. Or you want to sell information products on the Internet, or you simply want to use Video Marketing in the most effective way possible."

So, who are you talking to? Be specific, rather than too general.

Write out your qualification in the spaces below...

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End with something like: "If that's you, you are definitely in the right place."

3. Here's What I've Got For You

This is where you introduce the title of your free Report, Video Series, Podcast... whatever it might be. And keep this bit quite short.

Here's an example from me...

"Because I've got something very special for you. And it's a Free Report called: The 7 Horrendous Mistakes Business Owners Make On Video That Keep Their Marketing Videos Boring, Lifeless And Unresponsive."

Now **you** write out the title and introduce your free thing...

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4. Here's What It's Going To Do For You

List 3 to 5 benefits in the form of blind bullets, or fascinations, which are teasers for your Viewers to find out more by entering their contact details.

The key to a fascination is dangling the benefit out there in a teasing manner, without actually giving away what it is.

These need to be so *compelling* and so *benefit-driven* that the Viewer (or Reader) simply cannot help but discover the answer.

Here's an example from me...

Here's A Taste Of What This Amazing Report Will Do For You...

- *You'll be able to bust wide open The 5 Video Marketing Myths that could be destroying your Videos*
- *You'll get the powerful facts about why your Videos fail to fully engage your prospects*
- *You'll be able to Connect with your Viewing Audience... and apply the 5 part "Chunking Solution" that dramatically captures the attention of your Viewers*
- *Use secret, under-the-radar Body Language strategies for immediate improvement to your Videos and to better influence your Viewing Audience*
- *Be able take advantage of the astonishing trends that are driving Video Marketing, stay ahead of your competition and build your Profit Platform*

Remember, *tease* with benefit-driven fascinations.

I recommend that you start with just 3 blind bullets and schedule the time to write at least 10 more below or on another sheet of paper for practice. Then chose the best ones.

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5. Call-To-Action

Now... PAY ATTENTION HERE... and I make no apology for “shouting” at you in capitals!

This bit is often missing from marketing Videos.
Or done so poorly that it is almost worthless!

Yeah. The Call-To-Action, where you ask the Viewer to actually DO something!

You want to be quite directive here as you are motivating or moving them from watching your Video in total anonymity to taking *some kind of action*.

Call-To-Actions can be anything you want. Just make sure you ask for the action! They usually take the following format:

1. Asking your Viewer to comment below.
2. Ask your Viewer to ask you a question about a problem they might have that you can answer on your next Video (for example).
3. Ask your Viewer to subscribe to get your free thing.
4. Ask for the sale (surely not?????).

Those are the most common Call-To-Actions and you want to deliver #3 if you have a free Lead Magnet for your Viewer.

Here’s an example from me...

“So to get a hold of my Free Report: "The 7 Horrendous Mistakes Business Owners Make On Video That Keep Their Marketing Videos Boring, Lifeless And Unresponsive!" Go ahead and add your contact details to the right of this video. Be sure to add your best, live email address, so that the Report can be delivered straight to your inbox.”

Have a *single*, clear Call-To-Action. No ambiguity. Write it out... now!

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Video Myth Busting 101

And right before I produce a Video Success Checklist, let me give you some maximum value here and shatter a few myths and mistakes that surround Video that could be holding you back from being the Video Pro I know you want to be.

Here are the top 7 Myths and Mistakes that kill Video... In reverse order...

Mistake #7: The Traffic Myth

This goes... Get huge amounts of traffic to your Video and you'll get more clients and customers! Well... Not if you have a crappy Video. You'll just get more people looking at a crappy Video, not necessarily more conversions.

Mistake #6: The Quality Myth

This goes... The bigger the better! No, not always. You don't need very expensive, high-end cameras. Your Smart Phone will shoot in HD. Quality is not the priority. Good quality Audio though is a MUST!

Mistake #5: The One Take Myth

This is perhaps the single biggest cause of the Death of Video! All great Videos are assembled in sections, not rambled in one take. Good editing will knit your Video together into a seamless masterpiece.

Mistake #4: The Professional Myth

This is a belief that you have to deliver like a Newsreader. No! Newsreaders usually deliver negative news with a deadpan expression and they aren't generally known for their charisma. You want a *big smile* on your face!

Mistake #3: The En Masse Myth

The idea that your Videos are being watched by millions. This is a biggie. The reality is that your Video will only ever be watched by one person, in anonymity and in isolation.

Mistake #2: No Clear Target Market or Specific Audience

Make sure you know who you are speaking to on Video so that you can qualify your Viewer effectively. You want to be specific and talk to your Specific Audience about their actual challenges.

Mistake #1: To be revealed at the end (no more space on this page!)

Video Success Checklist

And finally... my famous Video Success Checklist. Follow it to successfully shoot and produce Videos that get the Attention and Engagement of your Viewers.

- Hire a Studio or get your own equipment. You will need:
- White backdrop, hung on a steel frame
- Min. of three box lights, 4 x 50W, low energy, Daylight bulbs per box!
- A tripod that holds your Video Camera or HD Smart Phone
- A lapel microphone with long enough extension lead to plug into your camera or Smart Phone
- Memory cards suitable for your Video Camera - speed Class 10
- Learn how to set the camera for correct exposure on your face
- Have an outline of what you want to say, following this 5 Part Formula
- Make sure you rehearse it well, so it flows naturally
- Good dress and grooming is essential, including light make-up (guys!)
- Get your body moving, swing your arms, rotate your hips
- Oxygenate your system with deep breathing exercises
- Loosen up your voice by humming at different frequencies
- Project a 400 megawatt smile and energy at the camera lens - high energy!
- Think about being cheerful, rather than forced
- Project your voice to your "best friend" just behind the camera
- Break up your Video into chunks - this will take away the stress of the 'single take' - editing will sort this out.
- Do several takes - you are bound to have a good one
- Practice, practice, practice, practice. Did I say practice? Yeah, practice! And then practice again! Oh... practice, practice and practice!

“But what if I... mess it up?”

So what? This isn't about you, it's about your Viewers and what you can do for them. It's about serving them to the best of your abilities.

Hey, I know it will be scary at first. Of course it will be .

When you learned to ride a bicycle, you fell off it!

Don't deny it, I KNOW you did!
I also know that you got straight back on!

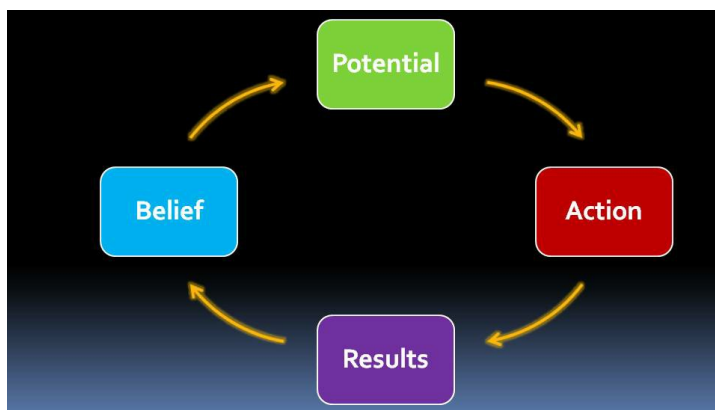
Know what?

Your second Video will always be better than your first Video.

And your third Video will always be better than your second Video.

And so on. It's just the nature of how things work.

Remember the Circle of Business Endeavour™?



Learn to take the right **Action** (check list) and you will get a **Result**.

Take better **Action** and you will get better **Results**.

Better **Results** will lead to more **Belief** in your ability to successfully do Video

More **Belief** will lead to more **Potential**.

And more **Potential** will empower you to take more **Action**.

And so on... until you are shooting Videos like you've been born to it.

Mistake #1: Ignoring Market Trends (from P20)

- More than 1,000,000,000 unique users visit YouTube every month!
- 300 hours of Video are uploaded to YouTube every MINUTE!
- Over 6 billion hours of Video are watched each month on YouTube!
- Using Video on Landing Pages increases conversion rates by 86%
- Visuals are processed 60,000 times faster in the brain than text
- Internet Video traffic will be 86% of all global consumer internet traffic by 2017
- Empathy is THE critical 21st Century skill. What you are *like* matters more than what you can do! Video shows you always at your very best!

Use of Video is exploding. Yes, everybody is now turning to Video. Many are wasting their time on the altar of trial and error and ‘hope’ strategies.

You are in the unique position of being able to take advantage of our Video Psychological Operations™, to steal a march on your competitors, to get more clients and customers through the phenomenal power of Video.

Through this Report you are now aware of...

1. What to say
2. What to do
3. How to do a Call-To-Action

Look, not being aware of what is going on around you in business is fatal.

Being aware of what is “trending” and not taking action to follow and implement Video success strategies, simply because you don’t know what to do when it comes to Video, is even worse.

I started by saying that there's so much *stuff* out there designed to slam-dunk or push you into creating videos... ..making you believe you can do them....

...**effortlessly**

...**perfectly**

...**cheaply**

...**every time!!**

Video doesn't have to be dead for you. It can totally bring your business to life and revolutionise your Marketing. And listen...

...I want VIDEO TO BRING YOUR MARKETING TO LIFE!

...I sincerely want Video to work for you!

If you find yourself struggling, be willing to get ongoing help, coaching and support.

You really don't have to do it all yourself by trial and error.

So, What Next?

If you'd like my help in learning how to produce Attention-grabbing and Attention-getting Videos that engage your Viewing Audience and command them to take action, I'm running free Webinars to expand on this Report even further.

It's some of the best free stuff I've ever put together.

You'll be able to personally ask me questions about what it takes to really empower your Marketing with Video. I'll reveal it all, warts and everything.

... just promise me one thing if I give you a free ticket to my next Webinar...

Please give me your feedback.

What did you take away from this Report - how did you find the exercise and checklist?

I'd love to hear from you because it's so satisfying to know that the free stuff I put out is useful to people like you :-)

Will you take just 70 seconds right now to send me a quick email to: report@ultimatevideomastery.com ?

I'd really appreciate it.
Thanks and speak soon,

Richard Moore