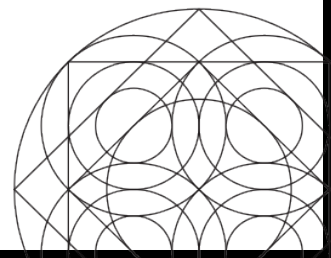
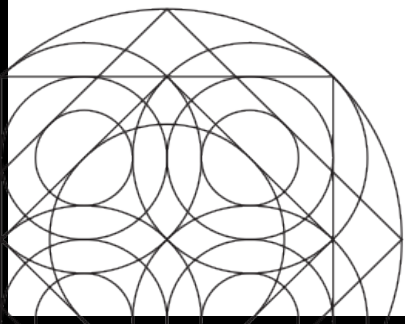


PRODUCTION FOR *Video*



PRE-PRODUCTION



A tight and efficient video can really set you apart from the competition

Important...get your key messages out right up front!!

Script Writing

- *Always tell a story —include a beginning, middle and end*

Remember - shorter is better

- *Facebook videos should be less than 1 ½ minutes long*
- *You Tube videos can be longer, but still need to be shorter than 15 minutes*
- *Use a Call to Action within your videos to encourage your audience to like, share and comment on your videos*
- *It can take 1 hour to record a 5 minute video*
- *Rehearsal allows you to focus in the present moment, be in the zone, and that's when the magic happens and the spontaneity comes through*
- *I recommend reviewing my 4-step rehearsal process in the Performance Module!*

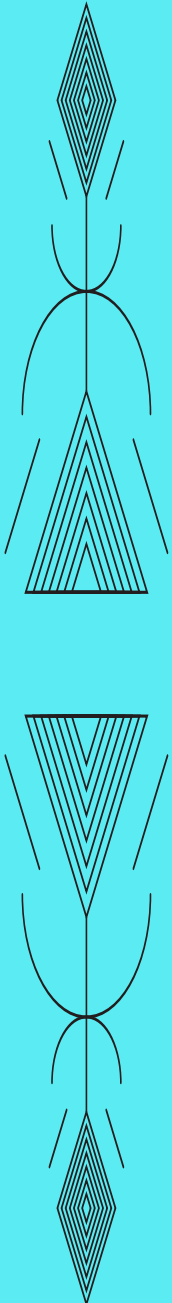
PRODUCTION

- *If shooting on your smart phone, shoot in landscape*
- *Change settings to the highest quality possible*
- *Run through your script a few times*
- *If you mess up, keep the camera rolling and edit it out later*
- *Change how you display your notes depending on where you are shooting from*

Shooting for Editing

- *Give yourself a countdown before you actually start speaking*
- *Keep looking at the camera until you finish the entire sentence*
- *Keeping the final edit in mind during the production of your shoot*
- *You may want to shoot a second camera angle at about 45° on your best side*
- *On the day of the shoot, take some cutaways*
- *B-roll is your best friend!*

NOTES TO REMEMBER WHEN SHOOTING



POST-PRODUCTION

Review the content and select the takes

Choose your takes based on emotion and not on adherence to the script

Be prepared to cringe, move on, give yourself a break, and think about it objectively

Editing: DIY vs Hiring

Final Cut Pro (can be time consuming and costly to both learn and edit videos)

Outsource your major editing

iMovie, ScreenFlow, Camtasia

A non-exhaustive list of things that you can ask from your editor

- *Branding your video*
- *Adding in supers and lower thirds*
- *Transitions*
- *Colour Grade*
- *White Balance*
- *Improve noise quality*
- *Choose stock music and footage*
- *Create animations*
- *Adding stills shots for variety*
- *Create a show reel from other footage of you*
- *Jump cuts*
- *Add a title slide at the beginning and the end*
- *After effects*

