



# Video Production Checklist

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Video production is something that can truly elevate your brand and your business online. A professional looking video with high production values will make your organization appear more capable and resourceful and will set you apart from the crowd. What's more, a video is far more engaging and higher converting than any other medium.

And guess what? It doesn't have to be a huge challenge to create a video that looks highly professional. If you've already read through the full e-book, just follow the checklist below and you'll be well on your way.

## **The Type of Video**

Before you get started, you need to choose the type of video you want to create. This will inform many subsequent decisions down the line.

Common examples include:

- ✓ Promotional corporate videos
- ✓ Adverts
- ✓ Crowdfunding videos
- ✓ Vlogs and 'content' videos
- ✓ Sales videos for landing pages
- ✓ Instructional videos/How-tos
- ✓ Viral videos ñ videos designed purely to be sharable



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## Where Your Video Will Go

At the same time, you should also think early on about where your video is going to go and how this will impact on the style of video you end up making.

- ✓ Vlogs can go on YouTube or Vimeo. They can also be published to your own blog.
- ✓ Promotional corporate videos are great explainers for a company's homepage
- ✓ Crowdfunding videos can go on Kickstarter, IndieGoGo or other crowdfunding sites
- ✓ Viral videos can be added to social media. Short ones are perfect for Vine.
- ✓ Sales pages will go on landing pages, built with the likes of OptimizePress
- ✓ Instructional videos and how tos can go on your site or on YouTube/Vimeo
- ✓ Adverts can be appear on niche sites around the net, or be published through advertising networks
- ✓ Adverts can also be used through Facebook advertising. Facebook's Page Post Video option is fantastic and especially when combined with CPA (cost per action) which only charges



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when the video is successful in generating a 'like' or an installation of an app for instance.

## Places to Upload

Of course [YouTube](#) is one of the most obvious places to upload your videos.

However, you also have [Vimeo](#) which is not as big but which can give you access to a less crowded video market.

Another interesting option is [Vine](#) which lets you upload very short videos. This is great for short animations like stop motion and works very well on mobile through the apps. Vine is now owned by Twitter.

And speaking of social media, how about using [Facebook's video advertising](#) option to reach a huge and tailored audience.

## Tips and Advice

Here is a video explaining how to create an '[infinite white](#)' backdrop for your videos. And [another](#).

Here is another that is more generally about making [good quality YouTube videos](#). And [another](#).



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[This](#) will help you to write persuasive sales copy – you can use this to make more convincing scripts for your sales videos.

## Hardware:

[Here](#) is a guide that can help you when it comes to choosing which type of digital camera you need.

[This](#) is a guide for choosing a digital camera for photography, which can also be used for filming. A lot of this information overlaps and bear in mind too that photos do have their place in your video editing!

And [this one](#) offers an introduction to the sort of hardware you need on your computer to power video editing software. This isn't really relevant for the likes of Easy Sketch Pro, more for the likes of Adobe Premier and Sony Vegas Pro.

If you use something like Easy Sketch Pro, no hardware will be necessary except a powerful PC. Other useful tools though include:

- ✓ A camera (HD, wide angle lens)
- ✓ A secondary camera for editing multiple angles together
- ✓ A mic (for recording sound in high quality)
- ✓ Lightboxes for better lighting
- ✓ A canvas for creating white infinity backdrops



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## Creating Videos Without a Camera

Don't want to get in front of a camera? Not sure about your skills when it comes to pointing and shooting? Then there are some types of videos you can make without even touching one!

- ✓ Hand drawn video on a whiteboard
- ✓ Slideshow
- ✓ Spoken video with text
- ✓ Animation of some sort (e.g. stop motion)
- ✓ Montage of video clips

## Using Software

There is a ton of software out there that you can use to create amazing videos. The key is finding the right suit for your objectives. The software you use to edit your videos is perhaps the single most important choice you will make for your video production. The right piece of software can make this whole process much easier and result in a video that is much more professional. *But* the wrong piece of software will make more hard work and will limit what you're capable of producing!



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## **Adobe Premier/Adobe After Effects**

These are the most expensive tools but also the most powerful in terms of what they can do. Full control to edit videos like a pro. Sony Vegas is also good while Movie Maker is a free alternative (though much less powerful).

## **[Easy Sketch Pro](#)**

Makes it easy to create whiteboard-style videos with narration. Easy Sketch Pro is a brilliant tool for building animated 'whiteboard' videos where everything is hand-drawn. It's a brilliant tool because you don't need to record *any* footage to make something very professional and again something that is somewhat an industry standard now.

[Click here to read more on Easy Sketch Pro...](#)

## **PowerPoint**

Great for slideshow videos.

## **[Video Maker FX](#)**

Designed specifically to make it affordable and easy for business owners to make promotional videos that look professional, even without much experience. Video Maker FX is a tool specifically designed for the business man or woman looking to create a professional video with minimal effort, time and experience. The great thing about Video Maker FX is that it lets you combine elements like animations, slideshows and voiceovers to create the kind of corporate videos your users are used to seeing. [Read more about Video Maker FX...](#)



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## **Explaindio**

Similar to Video Maker, allows integration of HD video, slideshows, animations and more. Explaindio is like Video Maker FX, giving you lots of tools for creating very professional looking videos in the minimum time. Again, you can combine slideshows, animations, voiceovers, HD video and more all to create one seamless video that will enhance your brand and further your goals. [Click here for details about Explaindio...](#)

## **Explaindio Video Converter**

Useful for converting video files. Explaindio video converter makes it super easy for you to convert video files to different formats. This can come in handy for all manner of reasons – from helping you to compress your videos to smaller file sizes to letting you upload to choosey sites. So keep this link handy!

## **YouTube Editor**

Can't afford fancy editing software? Don't worry! YouTube actually provides its own free editor to use![Movie Maker](#)

Another option is Microsoft's own free video editing software which you can download onto your PC for offline editing.

## **Adobe Creative Cloud**

Adobe Creative Cloud though is where you'll get the very most powerful tools for editing. These are

'Adobe Premier' and 'Adobe AfterEffects'. Premier is where you'll do your initial editing and cut your sections into one long



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sequence. AfterEffects is where you can subsequently add more fancy special effects to really enhance your footage.

Adobe CreativeCloud is unfortunately very expensive and it's not super easy to learn. Invest the time and money though and this can be an invaluable tool that gives you limitless options.

### [Sony Vegas](#)

The only real competition for Adobe Premier comes from the other impressive suit Sony Vegas. Vegas is again very expensive but as it's a one off payment, it's actually the better long-term investment. Really it should come down to which software you find easiest to use – so just make sure you try the demos for each first before you commit!

## **Outsourcing**

Finally, you can use the following sites to outsource the various aspects of your video production such as creating video openers, adding music or getting your editing done for you!

### [UpWork](#)

UpWork was formerly known as 'oDesk'. This is a freelance site where you can find professional writers, web designers, logo designers, video editors and more!

### [Elance](#)



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Elanca is a very similar site to UpWork. If you're looking for someone to edit your video or create your logo, it's worth looking on both sites!

### **Fiverr**

Fiverr is slightly different from either of the previous options. Fiverr is basically a site where you can find all manner of services for just \$5. These services include music creation and video openers – but do be careful to look around and ensure you're not in danger of copyright infringement. Some people on here have a bad habit of borrowing their work...

### **Virtual Helpers**

Virtual Helpers is a lesser known alternative to UpWork or Elanca but the one that gets **highest recommendation**. This is a particularly good one for finding longer term relationship – handy if you have a whole video series in mind!

## **Some Powerful Tips**

These following tips will help you to ensure your videos are more professional seeming:

- ✓ Speak slowly when narrating and pause between sentences
- ✓ Record extra footage but be ruthless when editing and leave a lot on the cutting room floor
- ✓ Use transitions when moving between two shots with the same angle



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- ✓ But don't overdo them!
- ✓ The exception is that you can use 'jump cuts' for humor in vlogs
- ✓ Dress up smart
- ✓ But not too smart
- ✓ Think about lighting ñ aim for Rembrandt lighting which lights you gently from one side
- ✓ Use bottom thirds to add captions
- ✓ Include your logo in a corner for added brand awareness
- ✓ Add your logo in other ways too ñ such as in the shot on a branded mug
- ✓ Consider your backdrop
- ✓ Use music but be careful to get the balance right!

All the best,



**Bill McIntosh**

**Creator of the Social Video Formula**



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