

31 THINGS TO KNOW ABOUT MAKING IMPACTFUL BUSINESS VIDEOS

PREPRODUCTION

IMPACT Think – Feel – Do	How will your message benefit the viewer? What do we want them to think ... feel ... and/or do?	
Intended Audience	Who is your viewer? What do they want or need from you? Translations?	
Script Writing & scenery	What to say? What to show? Graphics? Music? Lighting? Background? Foreground?	
Video Type	Explainer ... Testimonial ... Instructional ... Interview ... Marketing ... TV Commercial ... Internal Ops ... Speaker Reel ... Infomercial ... Live Performance ... Product Promotional	
Length	In business, brief is usually best.	
Location(s)	Office ... Home ... Studio ... On Site ... Online ... Zoom	
Camera strategy	How Many? ... Drones? ... Special Effects?	
Talent	Professional Actors ... Friends ... Employees ... Family? Voiceover? Demographic?	
Auditions & rehearsals		
Subtitling	Close or Open Caption? Will our audience have the sound on?	
Special Equipment/Needs	Teleprompter ... Drone ... Props ... Food ... Transportation ... Make-Up/Hair Stylist. Multi Camera Production ... Producer ... Director ... Sound Engineer	
Animation	Motion graphics, 2D, 3D	
Graphics	Fonts, Logos and treatment guide ... Typefaces ... Colors ... file types	
Music & Sound Effects	Genre...Style...Custom...Stock	
Timeline	I need this by...	
Approval Process	How many revisions are included?	
Out of Scope Work	Things always happen...What if...	
Ownership	Raw footage, Work for Hire = client owns everything, finished project	
Payment Options	Terms & Conditions	

PRODUCTION

- Location/Studio video recording
- Audio Recording
- Graphics and Animation (motion graphics)

POSTPRODUCTION

- Video Editing
- Color correction/Grading – enhancing/correcting the video
- Audio Mixing – music/video Sound/Sound Effects (AKA Sweetening)
- After Effects compositing – often used for motion graphics
- Rendering – compiling all the video and audio elements into one file for playback
- Revisions – corrections, additions, deletions... (in Scope only)
- Final Edit

#31 --- Comprehensive pre-production saves time and money on production & postproduction.



In your search for professional video assistance, here are 6 questions to ask . . . and what to listen for in their answers.

Business video design & production should be a collaborative effort. Your video pros role is to design the project efficiently and economically. And they should understand your business and your audience.

Question 1: *What types of clients have you produced for?*

Business videos are different than consumer productions. Consumer videos are subject matter focused. Business videos are viewer focused.

Question 2: *What types of videos have you produced?*

In the business arena, these are the types of videos ... Instructional/training, marketing, explainer, interviews, business overview, TV commercials, Website commercials, speaker reels, on stage footage.

Question 3: *Where can I see samples of your work?*

Demo reels are generally short segments from full videos. If you see something you like, ask to see the entire version of the video. Often you will not see what you have in mind – and that’s ok. While viewing, look for story continuity, clarity in explanations, quality of images and sound. Did you understand what the video was about? Did it make an emotional connection? Did it cause you to think, feel or act?

Question 4: *What services do you provide?*

Business videos range from simple to complex and they may involve a variety of professional efforts, such as Writers ... Videographers ... Directors ... Graphic Designers ... Animators ... Audio Engineer ... Actors ... Voiceover artists ... Editors.

Question 5: *How much would my project cost?*

Video production costs are based on time & materials. Time; days, half-days, & hours. Materials may include special equipment i.e., teleprompter, drone, additional cameras & microphones, or any supplies or expendables such as recording media or anything with a one-time use.

Question 6: *What are your terms and conditions and how do you accept payments?*

Two types – Flat rate or By the hour. Many producers prefer the flat rate based on a detailed **Scope of Work** that clearly identifies everyone’s responsibilities and expectations. It should state the services the producer is providing, crew, equipment, production schedule, delivery date, and project cost and what the client (you) will provide. If you want all the raw footage created by the video provider, request **A Work for Hire Agreement** which transfers the rights to you. By the hour pricing is used primarily for short projects such as simple edits or recording an event with no editing. Many production companies require a 30%-50% deposit prior to any production. North Carolina requires producers to charge sales tax on the gross amount.