

6-QUESTIONS

To ask your next video producer (*And what to listen for*)



What types of clients have you produced for?

Consumer videos are subject matter focused.

Birthdays, Weddings, Company Events...

Business videos are viewer focused.

Fulfilling a need or solving a problem

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/Website commercials, speaker reels, product demonstration...

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.

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 video. **Often you will not see what you have in mind** – and that's ok. **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?

What services do you provide?

Here are some of the services you may need:

- Writers
- Videographer
- Licensed Drone Pilot
- Director
- Graphic Artist
- Animator
- Audio Engineer
- Actors/Voiceover Talent
- Video Editor

What are your terms and conditions and how do you accept payments?

2 TYPES – Flat rate or By the hour. Most prefer the flat rate based on a detailed **Scope of Work** clearly identifying everyone's responsibilities and expectations. It should state the services the producer provides, crew, equipment, production schedule, delivery date, 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 without 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 without exception.

