

Never Start a Video Without Considering These 6 Things



1. DETERMINE AUDIENCE & FOCUS.

Who is the target audience for your video? What is the message you want to get across in the video? What is the Call to Action?



2. WILL THERE BE A CENTRAL THEME?

Determine if there will be a theme that is carried throughout the video. Some examples would be: Small school Big opportunities; The four P1s: People, Programs, Place, Pride. Your road to life begins here; Were not just a school we are a family.



3. WHAT TOPICS WILL BE COVERED?

You can have a whole video about one topic, or cover several topics with less details. Its all about delivering the content that your audience wants or needs to receive.



4. WHO WILL YOUR TALENT AND SUBJECTS BE?

This is very important! Will you have a narrator or host? Will you have testimonials or interview subjects to convey your message? Whenever you have somebody acting as the face of your video, it is important that they feel comfortable being on camera. This factor will make a big difference in your final product.



5. WHERE WILL YOU FILM?

What are some locations that will best showcase and support the message you are sharing? (ex. a car dealership commercial could record in the showroom with all the best cars on display) It is also important to pick locations that are conducive to video; not too noisy, not too dark, etc.



6. WHAT IS YOUR TIMELINE?

Is your video due tomorrow? If so, you need to pare down the content and your expectations. High-quality video production takes time for planning, scripting, rewrites, approval, filming, and editing. We typically need 2-3 weeks after all filming is done to deliver a final edit.