



5 Video Pre-Production Steps and Strategies Guide

This guide is about pre-production. That's the stuff you need to do before you start filming.

1. Location

Try and find the best locations you can to film your videos. Does it have good natural light or is it easy to control the indoor lighting easily?

Also, is it quiet enough to record good sound?

2. Planning

They say if you fail to plan, you plan to fail and this adage holds true for videos as well.

Have a storyboard to work to so that you know what's to be done and the equipment you might need.

3. Recording Equipment

There are a plethora of devices you can use when it comes to recording a video. You make sure whichever device you choose records a clear and quality video. It doesn't have to be cinema quality, however the viewers should be able to clearly see images and hear the video.

What to use: smartphone, flip camera, digital video recorder or hire professional videographer

4. Write a script

With videos it's more important than ever to keep your audience's attention. Try and keep your script succinct and engaging. It can be difficult in some situations but try not to be too wordy in your script.

1. Determine topic of video
2. Write a brief outline on the topic that includes: Introduction, 3 to 5 bullet points and closing
3. Read it aloud each time so that you'll know how long it will run for when you film.

5. Presenters

Find a suitable presenter. This could be someone working in the business or the CEO. If you don't have

anyone in-house then consider an experienced presenter. They can bring a level of professionalism to your shoot and final videos, and they tend to remember their lines.

OK, that's it for pre-production.

Now, determine if your goal is one video or a video series to build your brand awareness, business, expertise status, or sales.

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