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PRODUCER'S PLAYBOOK

THE SYSTEM. THE PROCESS. THE **STANDARD.**



A PROVEN FRAMEWORK FOR CREATORS WHO WANT MORE.

Go from idea to impact with a repeatable process that drives consistent results.



PROVEN PROCESSES
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Build once. Improve. Multiply impact.



BUILT FOR CREATORS
By creators. For creators.

Video Marketing Strategist Series

The Producer's Playbook

Secrets to Creating Successful Marketing Video

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First Edition

Video Marketing Strategist Series

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- Bring Your Ideas to Center Stage

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FOREWORD

With proper planning and organization, producing a video can be a fascinating, complex and enjoyable experience. With the production crew and the business owner working together as a team every step of the way, everything should fall easily into place, and the outcome should become a powerful marketing, sales or training tool that can quickly pay for itself many times over.

Unfortunately, it doesn't always turn out this way, as many business owners are unsure as to the video production process -- where to begin, what steps to take to finish the project, how to get a singular message across so that the video works for you and creates the desired response from its audience. This booklet has been designed to relieve those anxieties and eliminate any confusion that you may be experiencing about creating your own marketing video.

By requesting this manual, you have already taken the first - and most important – step to learning the video production process.

Planning Your Marketing Video

Step One – Determining the Purpose of Your Video

Any effective communication is determined by its clarity of purpose. Your marketing video should be created to convey one single message, promote one single product or service, or express one singular idea or goal. The key to a successful video is keeping it simple and limited to a solitary goal or intent. A cluttered, disorganized video will leave the audience confused, antagonistic, or wary.

The video production process begins by choosing the purpose of your video. How do you want your target audience to respond? What are you trying to get them to do? Do you want them to buy more, do more, and spend more money? Define your video's purpose and how you want

The key to any successful video is consistency to a general idea, or single Accomplishment.

your audience to react. Then, write it down in big letters and tack it up all over your office, desk, and calendar. Keep it in mind that every step of this production process - - is the most important part of creating any successful video project.

Remember, if you lose track of your video's purpose, so will your audience.

Step Two – Define Your Target Market

Who's going to see your video? Clients or Employees? Sales and Marketing Managers or Corporate Executives? Company Presidents or Office Assistants? Are they young? Old? Are they ready to act now? Or indifferent? Although videos made for each of these target audiences might convey the same idea, their style, message, content, mood, and even quality will likely vary.

Define your target audience and then do a little research as to what motivates them. Your selection of settings, music background, flashy special effects or simple straight cuts and fades will be geared towards what your target audience wants to see, what makes them pay attention and listen, and what their internal motivation factors are.

This will, of course, affect your video's budget.

Step Three – Begin Planning for Your Venue

This step may seem a little premature, simply because distribution of your video isn't possible until the final print has been approved. We've included this step in the planning phase because while determining your target audience, you'll want to also consider how to reach them.

Sadly, many business owners create their own video - post it to their company website, YouTube, Facebook, Instagram and then forget about them as they get busy with other promotional tools. Results take effort - so don't neglect to give it a little promotional nudge – Like it yourself, direct message or invite your friends and key fans to share or comment about it. Video can be, and will be, your most powerful promotional and marketing tool.

But to achieve its goal, it needs to be seen by its target audience. Achieving your video's goal requires both a well thought out ad plan and room in the video budget to make an effective ad run over a period of two or more weeks.

Productions generated to attract an audience require many considerations, such as advertising, finding a great video hosting site, having access to an effective means of tracking the statistics of your video's effectiveness, and knowledge of the potential costs associated with distribution such as with (*bandwidth use and hosting.*)

To achieve its goal, your video needs to be seen by its target audience.



The Pre-Production Phase of Video Producing

Step One – Selecting Your Video Team

The initial consideration for hiring a production company is often determined through one of three ways – they are:

1. **By Recommendation** – Chances are someone you know has worked with a specific video producer and experienced great results. Ask your business associates, clients, or friends for their personal recommendations.
2. **By Reputation** – An established production company advertises regularly on business sites, using Google Ad Words, and video production directories. Their reputation may be well known within various industries.
3. **By Trial and Error** – There are studio and production services sites on the internet, just Google: “Video Production Services” and “Motion Picture Studios.”

Pay close attention to whether the video producer/ director is friendly, eager to answer your questions, and possesses a good knowledge of technical information regarding the shooting and editing process.

A reputable firm will take the time to answer your questions and ease any anxieties you may have. Once you’ve obtained references, rate guides, and preliminary information, you should have a list of some very favorable companies.

Now, you'll want to consider the creative ability of this production team. Do they seem to be able to translate your ideas into a comprehensive, smooth flowing outline and script? Do they possess the ability to produce a quality video that will get your message across? Do they understand the purpose of your video?

Lastly, consider the personal rapport between you and your potential video production team. Remember, you'll be working very closely with these individuals for some time. Do you have confidence in them and feel comfortable putting your video project in their hands? Likely, they will be sizing you up also. Good rapport and mutual confidence are as important to them as they should be with you.

Step Two – Developing an Outline

Prior to this point, your dollar investment was zero. Now, you'll begin to spend part of your video budget. Most producers require a fee to provide the research necessary to develop an outline. This fee will vary depending on the amount of research or preliminary gathering information that is involved. This gathering of information is necessary because the producer/ director knows nothing about you or your company.

During this phase, the producer will likely ask for statistical information on your company. They will also ask to talk to each of your partners or co-owners as well as visit your various locations, websites, social pages, and directory listings. By doing so, they will obtain a first-hand opinion of what your company does, how it does it, what makes it special, what is its point of view in industry.

The research and development period will require your cooperation to ensure successful video production.

The typical fee for this service is about \$75 an hour, plus reimbursement of client approved expenses such as travel, mileage reimbursement, or lodging *if applicable*.

At the completion of this crucial phase, you will receive a complete outline from the producer. This outline requires your concentrated attention. Now is the time to make

Any revisions or changes to the project should be made during your review of the outline.

revisions and offer suggestions. Changes at this point in production are made easily. Later, when the production is under way, revisions can be both costly and laborious. Your video producer should work closely with you during this time to ensure that your outline is a good one – and that it demonstrates your company's policies and views.

The outline should remain flexible. It is simply a good starting point for the ideas and message that the video will communicate. Ultimately, the outline should guide the video, rather than limit it.

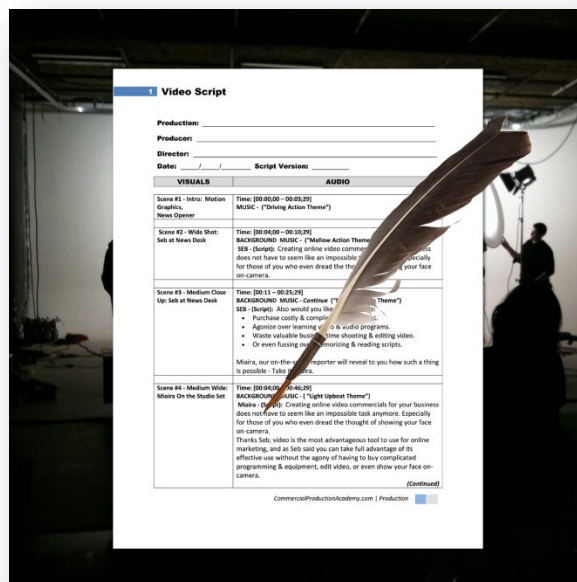
Your approval or rejection of the outline ends this step of the video production process. Hopefully, you will be pleased with the results, and your approval will move the production to its next step, which is setting budgets and the signing of contracts. However, should you find the outline unacceptable, your contractual obligation with the production company will end. The producer retains their fee, and the outline becomes yours to use as you wish.

Step Three – Budget and Contracts

In this step, the producer should present you with a budget based on your approval of the outline. Be sure the budget includes all aspects of the remainder of the production, such as music licenses, talent, location fees, etc. The budget should be all inclusive. [Refer to our **Master Budget Form** in the Forms Appendix to see what should be included in the total, and how the total is reached.]

Most of your budget will be spent on services. The only tangible item you are purchasing is a Video Master and the right to produce it as much as you'd like.

With approval of the budget, you will be asked to sign a **Production Agreement**. Production Agreements vary but the general language is normally the same. Most contracts will specify payment terms. Video Productions are typically paid for in thirds – one-third due upon the signing of the contract, one-third due upon completion of the principal videography, and the final third due upon delivery of the finished video master.



The Production Begins!

Step One – Scheduling

The completion date of your video should be specified in your contract. However, this time frame is usually negotiable. It is to the video producer's advantage to deliver the video to you as soon as possible, but they should resist sacrificing quality or effort to deliver the video prematurely. If you have a specific deadline for the completion of your video, you should allow two to three months for production. In other words, plan.

Step Two – Approvals and Revisions

Please note that in our sample production contract you have built-in approvals of the video at various stages in its development, these are typically the approval of the script, the approval of the off-line edit and the approval of the on-line edit. Remember though that

Plan Ahead
*Any technical revisions
later can be costly to
your budget.*

revisions made too late in the game can be costly. We recommend that you consider changes or revisions while the video is still in paper form as an outline or script. These revisions cost you nothing and are easily accomplished.

You will be asked to approve the off-line editing of your video production. The off-line edit is the first video assembly of the production in continuous form. Revisions and suggestions are still welcome at this point, because the on-line edit (where the final edits are conducted in the edit suite) is still to come. Changes to the off-line edit are still relatively easy to make.

Once the on-line editing has begun, however, revisions to the video will be time-consuming and costly. That is why it is crucial to pay full attention to carefully evaluating the video at each stage of the approval process. It is most important to evaluate the flow of the video, and how easily it gets your message across. Also, verify that the statements and ideas presented in the video are factual and best represent your company.

You will most likely leave technical matters such as special effects or background music up to the discretion of the producer, with your approval of course.

Step Three – Your Completed Video Production

Off-line editing is most often conducted reviewing clips of the original material. When this version of the video is completed and approved, the edits are written in as edit decision list, and will be used to make the same edits in the on-line session. Titles, special effects, music, and narration will be added during the on-line session. This finished video is called the Edit Master. This is the digital file that you will receive, thereby completing the contractual obligations of the production company. You will use this Master to run duplicate copies, which can be made in any format or quality.



Six Samples of Actual Video Productions

Or, What Your Money Buys...



I've included this portion of the manual to give you an idea of what some typical video productions might cost, and how they are used. If you decide to hire a producer & production company, consider these examples when deciding what type of video is right for your company and budget.

1. **A 3-Minute Marketing Video** for a hospital, which is used to market and sell occupational health services to businesses in a regional market. It took three weeks to produce and was filmed in one location using real hospital employees - **Total Budget: \$8,000.**
2. **A 14-Minute Morale Booster** for a Fortune 500 company, which will be shown to all employees; it includes named actors, a great deal of aerial photography, and specifically designed & built sets. Filmed in several locations, it took nine months to produce - **Total Budget: \$475,000.**
3. **A 14-Minute Corporate Image Video** for an emerging high-tech company, whose audience is material design engineers; it was filmed using real people in several nearby locations. It also included space footage from NASA and assembly line footage from Chrysler. The video took three months to complete - **Total Budget: \$45,000.**
4. **A 3-Part Video Totalling 90-Minutes** for a legal publisher; the subject is a lecture conducted by a famous attorney on brief writing and oral arguments. It is being sold to attorneys and to law schools for \$700. The video series took two months to produce - **Total Budget: \$16,000.**

All four videos succeeded in reaching their goals. All but one video included a script, narration, titles, and editing; the exception was the legal series where the lecture was the script. All four productions are broadcast quality which means that they meet FCC requirements for broadcast television.

Going the DIY (*Do it Yourself*) Route

This section of chapter 3 gives you two examples of what you can do by performing the scripting, off-line editing, talent & crew hiring yourself. These are two promotional videos I've created for clients – Granted, I am an experienced video producer, but these procedures using online resources such as Shutterstock.com can easily be performed.

A 2-minute Facebook Video Ad was used as a lead generator to build awareness for a



client's news website. It took me a combined 4-hours of my week to: draft the script, communicate with my online virtual team, gather + upload the logo and images, draft the ad then upload it to their site - A typical video like this would cost around **\$3,100.00** and had taken 3-4 weeks to complete.

A 1-minute Whiteboard Animation Explainer Video used to give potential students



more information about a client's curriculum. It took me 2 hours of my week to: draft the script, record my own narration, communicate with my online virtual team, gather + upload the logo and images before completion. A typical video like this would cost **\$1,200.00 - \$2,000** to produce.

** Both videos in their original file are broadcast quality at a resolution of - 1920 x 1080.*

In Looking at the Budget of Video Productions, Remember the Following:

- ✓ Some of the most effective business video productions are surprisingly short. Shorter videos are generally clear, concise, and to the point, and don't risk boredom from its audience. While the length of the video doesn't always determine its cost, many shorter programs will be less expensive than longer ones.
- ✓ The value of your video is more often determined by the care and planning of the producer than by how much you spend. It is your producer's job (*or yours*) to deliver a video program that accomplishes your company's goal.



A well-produced video should serve your company for at least five years.

FORMS APPENDIX

-See Forms on Next Page-

MASTER BUDGET

Production Budget

Production #: _____ Date: ____/____/____

Client: _____

Contact: _____

Description	Amount	Units	X	Rates	Subtotal	Total
ABOVE THE LINE						
Producer						
Director						
Staff						
Office Overhead						
Casting						
Talent #1						
Talent #2						
Talent #3						
Cast Payroll & Fringe						
P&W - AFTRA						
Music Rights						
Taxes, Non-Payroll						
Insurance						
Contingency						
Above The Line Subtotal: \$						
PRODUCTION						
Camera Equipment						
Sound Equipment						
Grip Equipment						
Booms, Dollies						
Aerial Photography						
Director of Photography						

MASTER BUDGET

Description	Amount	Units	X	Rates	Subtotal	Total
PRODUCTION (Continued)						
Production Assistant						
Materials (stock)						
Graphics						
Location Fees						
Crew Support						
Props						
Transportation						
Misc. - Production						
Production Subtotal: \$						
POSTPRODUCTION						
Off-Line Editing						
On-Line Editing						
Window Dubs						
Add-Ons (Video effects)						
Stock (edit master)						
B-Roll						
Protection Master						
Audio Sweetening						
Chyron - Credits						
Duplication						
Misc. – Postproduction						
Postproduction Subtotal: \$						
Above The Line Subtotal					\$	
Below The Line Subtotal					\$	
TOTAL BUDGET					\$	

SUMMARY

I have prepared this manual with two key points in mind:

1. To make you an informed business owner (an assessment will reveal greater detail.)
2. To encourage you to schedule one of my private sessions or a workshop.

Throughout my entire 35+ years in this business, I have always believed that an informed client made a better client, as they already possess knowledge of the costs involved, where the money is spent, and exactly what they'll receive from their investment. I also believe that the more you know about the video business, the more you will appreciate us.

If you have any questions or comments regarding any of the points made or implied in this manual, please contact us. We'll be happy to clarify any points you wish to discuss, without charge or obligation.

Respectfully submitted,



Maurice R. Young
Executive Producer/ CEO

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COMPANY & EXECUTIVE PROFILES

Achiever Studios help marketers turn under performing ads into predictable sources of leads and revenue without guessing.

Maurice R. Young is Executive Producer of Achiever Studios and Sentient Chronicles, LLC.

He began his first creative endeavor at the age of 16 earning an income as a professional event photographer & musician until he was recruited as a freelance camera operator by Cathedral Productions Broadcasting – Atlanta, GA in the year 1991. After 8 years Maurice created his own production company obtaining assignments from several independent producers and businesses over a period of 18 years. During this time, he has also extensively studied writing with a focus on creative writing and screenwriting due to his love for the craft of storytelling. Maurice has also self-published several video series on starting new businesses.

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Achiever Studios is a privately held organization that help marketers turn under performing ads into predictable sources of leads and revenue without guessing.