

VIDEO PRODUCTION ROADMAP

EVERYTHING TO KNOW &
DO BEFORE YOU PRESS
RECORD

CREATED BY
THOUGHT LEADER MEDIA

HEY, VIDEO CREATOR!

Let's get right to it.

Video is powerful.
Video is the norm.

But you already knew that. What you need is a boost to get from an idea to a produced video that increases your impact and influence.

It's all outlined here.

From storytelling strategy and production shortcuts, to navigating approvals and publication, this big-picture guide quickly walks you through the art and science of creating video.

No fancy tech required - *really*.

It's not about the gear. Sure, DSLRs and lav mics offer better quality, but powerful experiences can be created with cell phones & Zoom recordings.

How? By weaving together narratives filled with emotion.

Whether you're dipping your toes in video or already wading in the deep end, we're honored to be your guide.

Let's share your gifts with the world, increase your influence, and help your audience get farther, faster.

OH, THE PLACES I'VE GONE!

*National Geographic
Adventure*

*The Christian
Science Monitor*

Staff Photographer
Assignments in:

Rwanda

Congo

Haiti

India

Nepal

Panama

Boston University
Lecturer, Photojournalism

Northeastern University
Assistant Director, Multimedia

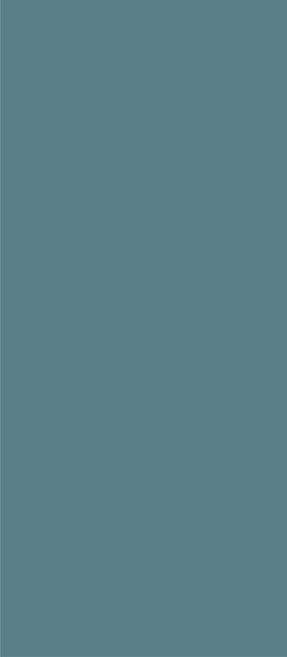
Harvard Business
School
Assistant Director, Multimedia

Thought Leader Media
Founder & CEO

YOUR FRIEND,

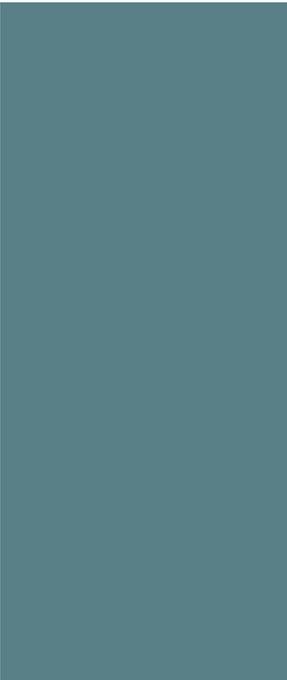
Mary Knox





First Thing's FIRST

BEGIN AT THE END



If you don't know where you're headed, how will you get there?

Gather all the cooks in the kitchen (anyone with veto power) and decide:

- 1) What are we trying to achieve? Choose ONE goal (yes, one!)**
- 2) How will we measure success?**
- 3) Who is our audience and where will we get their attention?**

There's no need to go down the time-consuming rabbit hole of production if what you want to say and how you want to say it doesn't mesh with video.

Seems simple, right?

You'd be surprised how many people say, "Oh let's just create a video" only to later wallow in unmet expectations and empty wallets.

NEXT, Identify Your Story

IT'S. ALL. ABOUT. STORY.

Why is story so important?

Because our brains don't engage with facts and figures. It's social relationships and tactile processes that light up the MRI. Yes, you need stats, but first you must hook and hold your audience with a story that builds trust.

If you want to broaden your customer base, create an 'About Us' video that both educates and inspires. Tell the world why you do what you do. Show the impact made possible with your product or service. And tell them what to do next - sign up for emails, follow you on social, buy your book, etc.

If you want to enrich relationships with existing clients (they're the real gems, right?) record quick, personalized

updates from the 'frontlines' instead of automated emails. Keep them informed between asks, showing what you're developing and ask for feedback. Make them part of your creation process.

Gut check. Regardless of the story you choose to tell, can it be illustrated simply and powerfully in visuals? If yes, start thinking about how you're going to make it (flip to the next page). If not, how about infographics or an article positioning you as a thought leader in your space? Educate to inspire action!

Before you press record,
let's make some decisions:

FILMING

1) What camera will you use - smartphone, computer, or DSLR?

2) Who will you interview?

3) What other visuals will help illustrate your message? Talking heads are boring; heighten emotion with event or stock imagery.

EDITING

1) How will you organize files? Invest time now to reuse files and save money later.

2) What editing program will you use?

3) How will you sequence your narrative? Sequential or start with an 'explosion' (your 'aha!' moment)?

Time to GEAR UP

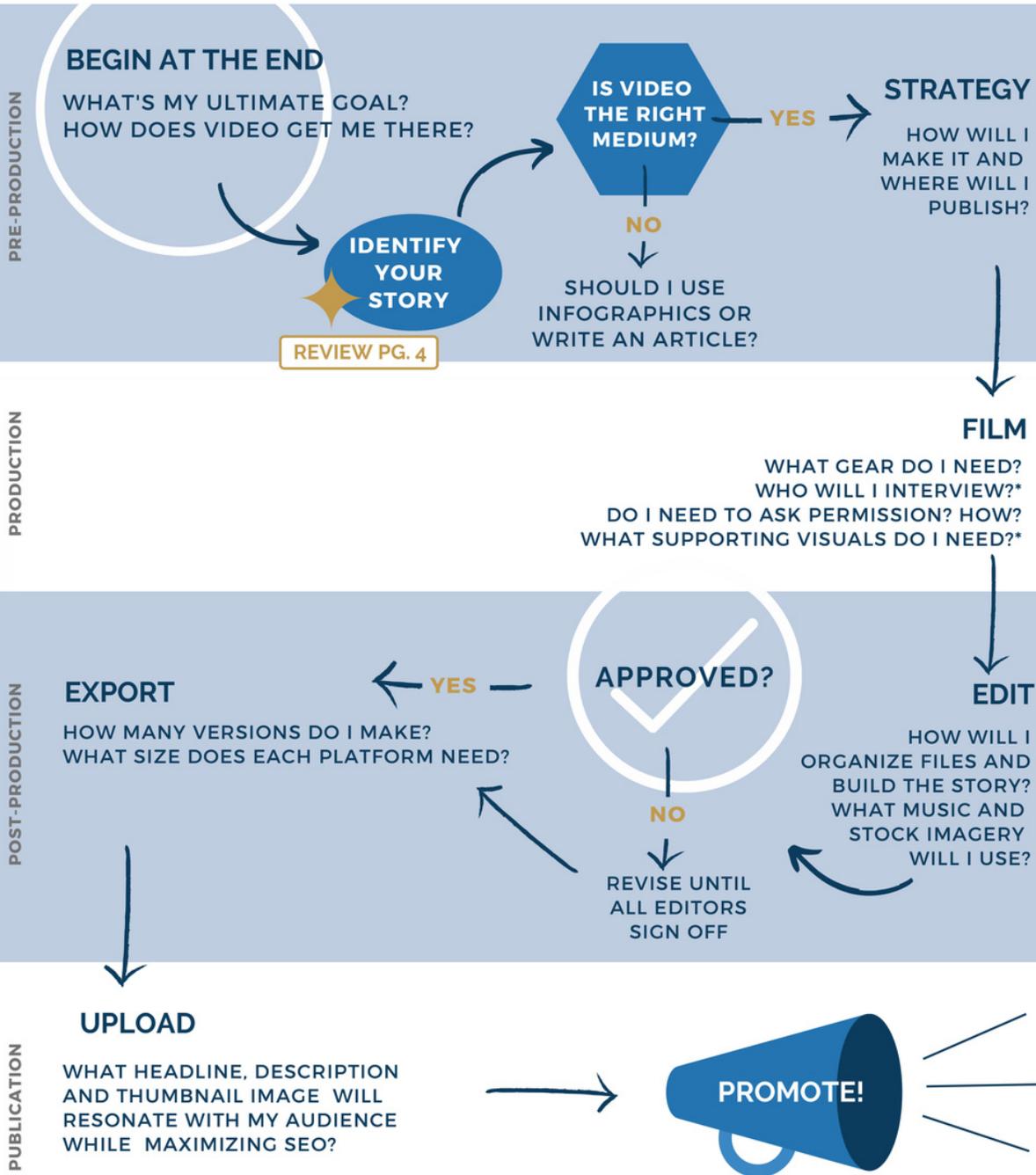
WITHOUT TECH OVERWHELM

Don't miss the last section of resources!

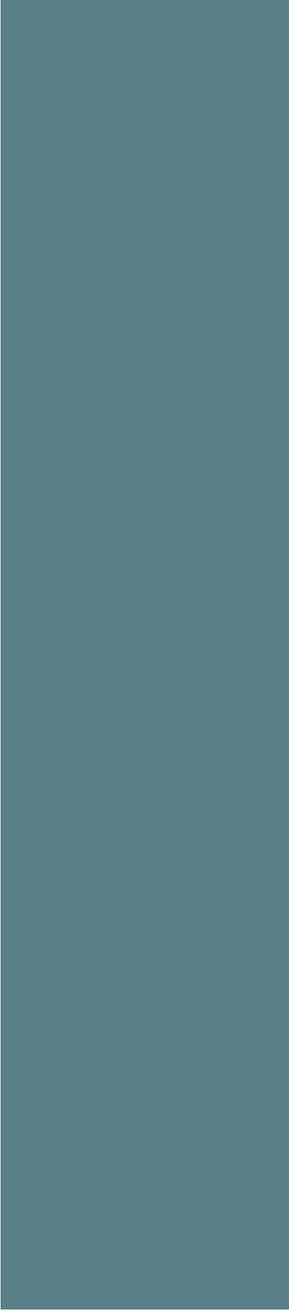
**WE'RE HALFWAY THERE. WHO ELSE NEEDS EYE CANDY?
GIVE ME A ROADMAP!**

VIDEO PRODUCTION ROADMAP

EVERYTHING TO ASK BEFORE YOU PRESS RECORD



**PRO TIP: Your organization should own footage captured during filming. Catalogue so you can reuse!*



Can I get a "YES!"?

SURVIVING THE APPROVAL PROCESS



OK, BACK TO WORDS.

Congratulations! You've filmed interviews, gathered supporting visuals, and pieced it all together.

You're done, right? Not quite.

Round up all the gatekeepers. Tell them that as they review, edits will be incorporated and the video moved up the chain.

That's right - one round of edits per person. Period.

Ok, maybe two. But be careful.

Humans are subjective and no two people look at video the same way. **Keep coming back to your original goal** - the one everyone agreed on - and explain how the story you're telling supports it.

And remember, this video can be one of many. No need to put all your eggs in one basket.

When everyone signs off, smile. You did it!

No, wait. There's more to do.

Let's PUBLISH!

DETAILS. DETAILS. DETAILS.

You're so close! But there are still a few *really* important steps.

Where will we publish, and what size* and file type does each platform require?

In the beginning, publish one video and share it on multiple platforms. Your 'About Us' video is perfect for your website, social media and emails. Then, if you create frontline thank you's or updates, host on an internal server and share the link (no need to make these public).

How can I customize the headline and description per platform to resonate with my audience while maximizing SEO?

Unless you attach text to your video it will never appear in search engines. Take time to craft compelling phrases that will hook your audience's attention and parallel with popular search terms. Eventually, you'll want to think deeper

about where your ideal audience is and talk to them in words and a tone on voice that aligns with that space.

Wait, what is a thumbnail? People often judge a book by it's cover - the photo that appears behind your video's playhead is exactly that. Get this one right. Grab a freeze frame from the video that conveys the feeling you want viewers to feel.

Promotion schedule. When are you going to publish? And how are you going to get the most mileage out of this one piece of content? Yes, promote the video on multiple platforms, but why not also post your favorite pull quotes on social media? How about writing a news article about activity featured in the video so you can take full advantage of SEO?

**Don't miss the last section of resources!*

YOU DID IT!

YES, YOU WHO DOUBTED YOUR CREATIVITY AND QUESTIONED YOUR SKILLS. YOU'RE A STORYTELLER NOW!

Congratulations, friend. You've pulled back the curtain and now have the knowledge and confidence to tackle video production. Not only can you get from A to B, but you also know the right questions to ask and the pitfalls to avoid.

Lookout audience, you can't imagine what's coming!

BUT THERE'S MORE. LOTS MORE.

RESOURCES

Forget Googling. Let us fast-track your search for video editing platforms, stock photography and royalty-free music that will turn your video into an experience people won't forget. Check out the next **THREE** pages, including sizes per platform.

Budget-Friendly Resources

FORGET GOOGLING. HERE'S YOUR READY-MADE LIST OF EDITING PLATFORMS, STOCK PHOTOGRAPHY AND ROYALTY-FREE MUSIC TO TURN YOUR VIDEO INTO AN EXPERIENCE YOUR AUDIENCE WON'T SOON FORGET.



VIDEO

EDITING

Animoto
Magisto
iMovie
Canva
Final Cut Pro
Adobe Premiere

STOCK

Pexels
Pixabay
Videovo

HOSTING

YouTube
Vimeo
Wistia
Google Drive



PHOTO

STOCK

Unsplash
Canva
Shutterstock



LIGHTING

LED LIGHTS

B&H Photo Video



AUDIO

ROYALTY-FREE MUSIC

Extreme Music
Audio Jungle
PremiumBeat
Pond5

TRANSCRIPTION

Rev.com

CLOSED CAPTIONING

Bigvu
Typito

Tech Specs I

CUSTOMIZE* VIDEOS TO MAXIMIZE VIEWER EXPERIENCE,
INCLUDING AUTOPLAY (DON'T TRIM IF EDIT COMPROMISES STORY)



FACEBOOK



INSTAGRAM



YOUTUBE



TWITTER

FILE
FORMAT

MP4
MOV

MP4
MOV

MP4
MOV

MP4
MOV

FILE SIZE

4GB
(max)

30MB
(max)

1GB
(max)

512MB
(max)

VIDEO
LENGTH

> 240 MIN
60sec autoplay
Ideal 3+ min

> 1 MIN
Ideal 24sec

> 15 MIN
Ideal 6-8min

> 140 SEC
60sec autoplay

ASPECT
RATIO

16:9
9:6
2:3
4:5
1:1

1:1
4:5
1.9:1

16:9

1:2.39 - 2.39:1

*Algorithms constantly change. More info available on [SproutSocial](#)

Tech Specs II

CUSTOMIZE* VIDEOS TO MAXIMIZE VIEWER EXPERIENCE,
INCLUDING AUTOPLAY (DON'T TRIM IF EDIT COMPROMISES STORY)



SNAPCHAT



TIK TOK



LINKEDIN

**FILE
FORMAT**

MP4
MOV

MP4
MOV

MP4
MOV

FILE SIZE

2.5MB
(max)

72MB
(max Android)

5GB
(max)

**VIDEO
LENGTH**

> 60 sec
playback
10sec bits

> 60 sec
playback
15sec bits

3 sec - 10 min

**ASPECT
RATIO**

9:16**

9:16**

16:9
1:1

**Algorithms constantly change. More info available on [SproutSocial](#)*

***Vertical video is best*