

# Top 10 tips for producing your video



Having decided to take the plunge and tap into the power of video, how should you go about ensuring you end up producing a professional, broadcast quality video that will truly showcase your business?

1. **Be clear on the purpose of the video** – is it a short piece to put on your web-site, to promote a particular product/service, to showcase your entire company, etc.? Are you looking at a 10 minute showcase video or 2 minutes to promote a product or a series of videos?
2. **Do some research and find examples of videos you really like and dislike** - this will help your video production company to understand what style and feel you are looking for.
3. **Have a budget in mind** - there is going to be a cost to producing your video so it is vital to have a budget in mind for your video production – this will enable your video production company to be clear on what is achievable for your budget.
4. **Decide on where you want to shoot the video** – is it in a studio, at your premises or some other location – or is it a combination of all three? Remember on location filming is more expensive than in the studio.
5. **Preparation of location** – if you want filming on location, remember the location will need to be prepared – outside shots would be better with good weather, is traffic noise going to be a problem, does the location look at its best, are the people required for the video on site on the day of filming? If your video production company has to return because of problems then it will add to the cost of your production.
6. **Video participants** – are you going to use your own staff or actors? If using your own staff, who is going to be able to deliver best in front of a camera (both in terms of appearance and confidence in delivery of your message? What should they be

wearing and should they bring a change of clothing? Clearly bringing in actors will increase the cost of production.

7. **Preparing the script** – it is vital that the script is written for someone to deliver verbally rather than as if someone is going to read the message. The script must get all the key messages across without seeming to be wooden and contrived. Scripting can be outsourced but will add to the cost of production.
8. **Video content** – you need to decide on what the video should include e.g. is it just a studio shot, does it need to include clips of your production facilities, does it need to include members of staff, does it need to include customer comments, will it include graphics, will it include a music soundtrack? The more content you require, the more the cost will increase.
9. **Project management** – it is important to decide who within the organisation is going to manage the whole process who will be the key point of contact and decision maker when dealing with your video production company. For the process to be effective, your video production company will need to work seamlessly with someone within your organisation to ensure the process runs smoothly and to timetable.
10. **Selecting your video production company**–it is key you select the right company to work with as this will ultimately impact on the quality of the end product and the cost to produce it. Matters to consider include reputation, past experience, quality of equipment and staff, client testimonials, quality of portfolio of videos produced, do you get copyright on the video, what exactly is being provided (e.g. how many hours of shooting/editing, graphics, soundtrack, autocue, scripting etc) and of course cost.

One absolute **DON'T** is to decide to do the video yourself – poorly produced video can only give people the wrong impression about your business!

When you are ready to talk to us, pick up the phone for your **no obligation** quote. Call us **NOW** on **0121 561 4701**.