Video Production Process Checklist

# Pre-Production

* Identify Style, Type, Platform
* Determine Intention
* Create Catchy SEO Title
* Write Script
	+ Appeal
	+ Promise
	+ Problem/Risk Identified
	+ Solution
	+ Relevance
	+ CTA
* Prepare Bulk Producing Schedule

# Production

* Ensure sufficient media storage
* Rehearse / Review Copy
* Shoot
	+ Lighting
	+ Check background
	+ Engage Camera (smile)
	+ Check mic / reduce background audio
	+ Remember Mantra (your why)
	+ Record
* Check media before wrapping shoot day

# Post Production

* Edit
* Save final video
* Upload video to platform
* Optimize video for platform
	+ Description
	+ Title
	+ CC
	+ Settings

# Publish + Promote Video

* Publish on multiple platforms
	+ Blog
	+ YouTube
	+ Social Media (primary)
	+ Social Media (secondary)
	+ Other
* Share
* Engage
* Search for sharing opportunities
* Schedule future promo