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