



Get the Video You Want

Post Production and Editing

One result of inadequate pre-production is the extent of editing time you need to create video someone else would want to watch. Carefully conceived video ensures that editing time is spent sharpening the product and increasing value for your customer – and for you.

- ✍️ Create video that is authentic, valuable, succinct and meets your customers' needs.
- ✍️ Identify any tools (e.g., music, slides, and photographs) that you want your editor to include and make sure you are clear about how you want them used, where and why.
- ✍️ Clarify your requirements for editing time, end result and budget.

Questions for you to consider when planning post-production for your video.

1. What tools would enhance your video? (e.g., slides, music, photographs, intro/outro)

2. How would these enhancements benefit your customers?

3. How would these enhancements benefit your business?

4. What response to the video do you anticipate from the people you want to reach?

5. What are your post-production requirements? (e.g., budget, time, final product)

NOTE: Ensure you own the rights to all slides, photographs, music and other enhancements you choose to use in your video.

Let us know if you have questions about post-production for your video. We'd love to help you.