



STEP 6: Asking for Feedback

What to Ask?

For example:

1. You may have two different edit versions – which do they prefer?
2. You have two different Intros/Closes – which is best?
3. You need to cut 10/20" – which 10 seconds to remove/ which lines to remove?
4. Which music is better suited to your style/business?
5. Which In/Out visual slide design do they prefer? Does it fit your branding/designs etc.?
6. Do you need captions to clarify or quantify your message?
7. Did they get your core message/service/CTA? Does it fit your aims?

How to Ask? – Edit Advice Form Example:

Edit Advice Form Example				
Time Code	Line From	Line To	Your Notes	Query to Editor
00:30 – 00:35	Do when you feel the need...	Call me today	PTC + zoom. Use version 1	Better to zoom in or out?
00:35	Call me today		Add phone no.	Confirm font?

Important Note!

Only ask about items that CAN be changed in a final re-edit – there is no re-filming or re-ordering feedback unless you are prepared to do so. When you've taken the time to get it this far, they haven't seen how much work you've put in, so if someone gets overly picky...thank them for their time and walk away!

How to Cope with Feedback *with Confidence?*

Feedback: Coping with Confidence

The Top 3 Stratakeys to Cope with Feedback with Confidence are:

1. Learn to laugh at yourself – let it go!
2. Set judgement free – it's just feedback for me!
3. Structure feedback with a mindset for success



MY NOTES...

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