



How Can the Pros Help YOU? A&E

With the video you want to make – is it best to Go Pro or DIY? A Pro production team can save you time, effort, and are the experts at making pro quality videos. But do you need them for every video you produce? Assess which are worth the investment and which suit DIY for you to be faster/better/cheaper?

PLAN...

- ✓ What video style? What is it for?
- ✓ List your Pros for hiring a Pro team?
- ✓ List your Cons for hiring a Pro team?
- ✓ What will you need to provide/do?

Here's your PRO Pros and Cons sheet to help you decide when you will need a pro team and when you are happy to DIY video for your business? Remember, you will still need to do the presenting work and plan. You can still be creatively involved and will need to supply video material, so you will still need to assess how much time you will need? Do this to avoid wasting time – and money!

GO PRO VIDEO? The Pros + Cons Playlist			
PLAN... ✓ What video style? What is it for? ✓ Pros and Cons for hiring a Pro Production team? ✓ What will you still need to provide/do? Assess how much time you still need?			
My Video Style:	PRO Pros:	PRO Cons:	I will need to Do:
1. E.g. Montage for company promo	Save me time, they have gear, can do green screen...	Expensive, disruptive...	Plan, script, storyboard, shoot day, edit form, visuals, music, etc.
2. E.g. Testimonial interview	May be able to get better client reaction without me	Client might prefer less formal/more private?	Invite + liaise w client, check contact info they want to use?

My Video Style:	PRO Pros:	PRO Cons:	I will need to Do:
1.			
2.			
3.			
4.			
5.			
6.			
7.			



Book reference: p 194-202

Benefits of Pros vs DIY

The Pros will help you create an amazing video when you need, when:

- ▶ You do your research
- ▶ Confirm a whole project price
- ▶ Agree what you'll get/delivery
- ▶ Hold your creative ground
- ▶ Provide what they need on time
- ▶ Be CLEAR on what you want
- ▶ You listen to you, not others!

If you have the budget – DO get help/ training/ support or ask a teen/ intern/ office team who may know all about video or who wants to help – you may have an untapped resource!

A pro video producer and editor can:

1. Provide filming gear, storyboard, filming skills – they fit the storyboard edit as they film and know what shots and best framing, what 'extra background' B-roll shots to film to make a better 'montage' in edit to create the complete video story, etc.
2. Give you ideas of what shots to use, help you add all the extra images, captions, titles, text, logos, Intro and Outro/End slides. Some even design visual graphics for you.
3. Source and add copyright-free music or buy it for you, and edit in time to that music.
4. Edit out any 'hiccups' with cutaway B-roll – changing the visual on screen to cover where you didn't look so confident, while keeping your original audio.
5. Help you save or recycle footage you may have thrown and record a new VO.
6. Spot the things you visually miss – most editors are visual, attention to detail people.
7. Save you time and effort – editing can be painstakingly slow.

DIY You Can:

1. **Create a video in a day – KISS It with your simple, effective, impactful PTC with confident process planning and organisation.**
2. **Get creative with your team who know you – get someone to help you when you can, bouncing ideas, decide the vision at the start to save hours at the end.**
3. **Film in your chosen environment – choose your backdrop and where, when and how to shoot in a quality that you and viewers are happy to watch.**
4. **Ensure all production aspects are congruent with your message and branding.**
5. **Access free web production and how to video info – or use our team/kids to learn!**
6. **Build your mini or portable studio with little but quality equipment – need to see you and hear you, so make sure the production quality doesn't distract!**
7. **React Immediately! Film videos at events, record on-the-spot interviews and post-training buzzy testimonials that sell more courses – and get them up online and sharing across social media (SM) that day or even before the event has ended. How cool is that?!**



MY NOTES...

A large, empty rectangular box with a brown border, intended for writing notes.