

# WEB VIDEO PRODUCTION *for* NON-PROFESSIONALS



# CHECKLIST

# Introduction

Video production is something that can truly elevate your brand and your business online. A professional looking video with high production values will make your organization appear more capable and resourceful and will set you apart from the crowd. What's more, a video is far more engaging and higher converting than any other medium.

And guess what? It doesn't have to be a huge challenge to create a video that looks highly professional. If you've already read through the full e-book, just follow the checklist below and you'll be well on your way.

## The Type of Video

Before you get started, you need to choose the type of video you want to create. This will inform many subsequent decisions down the line.

Common examples include:

- ✓ Promotional corporate videos
- ✓ Adverts
- ✓ Crowdfunding videos
- ✓ Vlogs and 'content' videos
- ✓ Sales videos for landing pages
- ✓ Instructional videos/How-tos
- ✓ Viral videos ñ videos designed purely to be sharable

# Where Your Video Will Go

At the same time, you should also think early on about where your video is going to go and how this will impact on the style of video you end up making.

- ✓ Vlogs can go on YouTube or Vimeo. They can also be published to your own blog.
- ✓ Promotional corporate videos are great explainers for a company's homepage
- ✓ Crowdfunding videos can go on Kickstarter, IndieGoGo or other crowdfunding sites
- ✓ Viral videos can be added to social media. Short ones are perfect for Vine.
- ✓ Sales pages will go on landing pages, built with the likes of OptimizePress
- ✓ Instructional videos and how tos can go on your site or on YouTube/Vimeo
- ✓ Adverts can be appear on niche sites around the net, or be published through advertising networks
- ✓ Adverts can also be used through Facebook advertising. Facebook's Page Post Video option is fantastic and especially when combined with CPA (cost per action) which only charges when the video is successful in generating a 'like' or an installation of an app for instance.

# Creating Videos Without a Camera

Don't want to get in front of a camera? Not sure about your skills when it comes to pointing and shooting? Then there are some types of videos you can make without even touching one!

- ✓ Hand drawn video on a whiteboard
- ✓ Slideshow
- ✓ Spoken video with text
- ✓ Animation of some sort (e.g. stop motion)
- ✓ Montage of video clips

## Using Software

There is a ton of software out there that you can use to create amazing videos. The key is finding the right suit for your objectives.

### Adobe Premier/Adobe After Effects

These are the most expensive tools but also the most powerful in terms of what they can do. Full control to edit videos like a pro. Sony Vegas is also good while Movie Maker is a free alternative (though much less powerful).

### [Easy Sketch Pro](#)

Makes it easy to create whiteboard-style videos with narration. [Click here to read more on Easy Sketch Pro...](#)

## **PowerPoint**

Great for slideshow videos.

## **[Video Maker FX](#)**

Designed specifically to make it affordable and easy for business owners to make promotional videos that look professional, even without much experience. [Read more about Video Maker FX...](#)

## **[Explaindio](#)**

Similar to Video Maker, allows integration of HD video, slideshows, animations and more. [Click here for details about Explaindio...](#)

## **Explaindio Video Converter**

Useful for converting video files.

## **Hardware**

If you use something like Easy Sketch Pro, no hardware will be necessary except a powerful PC. Other useful tools though include:

- ✓ A camera (HD, wide angle lens)
- ✓ A secondary camera for editing multiple angles together
- ✓ A mic (for recording sound in high quality)
- ✓ Lightboxes for better lighting
- ✓ A canvas for creating white infinity backdrops

## Some Powerful Tips

These following tips will help you to ensure your videos are more professional seeming:

- ✓ Speak slowly when narrating and pause between sentences
- ✓ Record extra footage but be ruthless when editing and leave a lot on the cutting room floor
- ✓ Use transitions when moving between two shots with the same angle
- ✓ But don't overdo them!
- ✓ The exception is that you can use 'jump cuts' for humor in vlogs
- ✓ Dress up smart
- ✓ But not too smart
- ✓ Think about lighting ñ aim for Rembrandt lighting which lights you gently from one side
- ✓ Use bottom thirds to add captions
- ✓ Include your logo in a corner for added brand awareness
- ✓ Add your logo in other ways too ñ such as in the shot on a branded mug
- ✓ Consider your backdrop
- ✓ Use music but be careful to get the balance right!