

Transcript - 5 Quick Video Production Tips To Save You Time & Money On Your Video Editing.

Video marketing is one of the trends in 2015, but not everybody's using it. The reason for this is there's a little bit of a learning curve to go with video.

Not only do you have to shoot your content, but there's the post-production work, which not everybody has the time or the skill set to do. In this video, I'm going to share with you a few quick tips that you can improve your video production and save you hours of time in the video editing suite.

Hi, Joshua Van Den Broek, founder of Video Marketing Done For You, where we help entrepreneurs, just like yourself, to make your video marketing simple.

Video editing is one of the most time-consuming, laborious tasks that is associated with video marketing. It can take you hours and hours on end just to edit a short three-minute video.

In this video, I'm going to share with you five quick video production tips that'll save you time and money in your video editing.

Let's get to it.

Tip #1: Script your content. There's nothing worse than fumbling over your words, trying to remember what it is that you need to say.

Use bullet points. You know your content better than anyone else, so be authentic, get your knowledge out there, and be the expert in your field. Back yourself to deliver on that content.

Tip #2: Stop moving around. You don't need to be moving your head all over the place, having big hand movements.

This is going to make it a nightmare for your video editor, or if it's not somebody else, you're going to hate it! The more movement you have the harder it is to edit. It's going to come out all choppy, so stop moving.

Tip #3: Give a signal. This is quite important because if you're not editing the videos yourself, then you're paying somebody to do it, and essentially, the way you save yourself some money, is you save them time.

It's important that you talk through the camera, directly to your video editor at the end of each take. You need to give them a signal that there is a take, and whether it's good or bad.

The way I do this is I give a big clap, and then you can see in the audio stream that there's a big spike, which is different to the narrative that we use.

Now depending whether it's a good take or a bad take, you should also give them a bit of a signal for that.

For me, when I do my videos, I give a big thumbs up if it's a good take, or a thumbs down, and maybe give them a little bit of dialogue as well: "Cut that bit, use the one before." It's up to you on how you give your signal, but make sure you give your editor a signal so you can save him or her some time.

Tip #4: Give a video project brief. If you're using somebody else to do your video editing, and they don't know how it is that you'd like your video to be put together, then it's important that you give them a brief.

Give them a list of the different files that they're going to need to use in that video, so whether it be your lower third or some graphics you're going to have pop up, or a specific music soundtrack.

These are some things that you might want to use inside your video, but unless your video editor knows when to use this, you're going to have a lot backwards and forwards trying to get this right.

There's going to be so many revisions after this video that, in the end, it might have been worth you doing it in the first place, so use a project brief.

Give them as much detail as you can to let them know exactly what it is that you want and how you want that video to be.

Now here's an advanced tip.

Get somebody to shout out your lines to you. Get them to recite the lines before hand so you don't have to look down, and try and look around, and keep moving all the time, trying to get your lines memorized.

If somebody's reciting them to you, it's much easier, and you stay still, and the video editing process is a lot simpler and time-saving, which means saving money.

Let's recap.

Tip #1: Script your content. Don't fumble over your words, trying to remember what it is you need to say. Use bullet points and back yourself to deliver the content that you know the most about.

Tip #2: Stop moving around. If you can stay still and avoid using large hand or head movements, it's going to get easier to edit and it'll stop your video from coming out all choppy.

Tip #3: Give a signal. At the end of each take, either clap your hands or click your fingers to try to give an audio spike so your video editor can spot it in the video editing suite. Give a visual thumbs-up or thumbs-down so they'll know whether it's a good or bad take.

Tip #4: Create a project brief for your video editor. If you can give as much information to your video editor, it's going to save so much backwards and forwards and revisions of your video, and save yourself loads of time and money.

The advanced tip was to get someone to read your lines to you. It saves you moving around and gives you clear direction of what you need to say next, and it'll save you lots of time.

There you have it: Five quick video production tips that'll save you time and money with your video editing.

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I look forward to seeing you in one of our next videos.

