

# Video Prep Checklist

Here's a list of things that I do before shooting a video, to ensure that I'll be comfortable and personable during the shoot.

## Pre-Shoot

- ❑ **Batch plan video and schedule it in.** I decide when and how many videos to shoot. I typically aim for 4 videos in one day that will last me for 4 weeks. I adjust what I can realistically handle depending on what else is going on. So for example, if I'm working on a new course or the kids are sick, I might say that I'll only shoot 2 videos. This helps to set realistic expectations.
- ❑ **Brainstorm topics.** I draw inspiration from a whole host of situations, which include, questions received via email, what others are talking about, what topics I love to talk about, insights, observations, etc. My draft topics go into an Evernote notebook.
- ❑ **Write scripts.** I use the word script loosely, as most of my videos are extempore. But I do create an outline and a structure of what I want the end video to look and sound like. For example, what will the intro be? What stories do I want to tell? Any examples I want to highlight? Any images I need to show to illustrate my point? What action do I want people to take at the end of the video?

## On The Day of The Shoot

- ❑ **Plan wardrobe, hair and makeup.** I wear my own clothes, and do my own hair and makeup. It takes me about 30 minutes to get ready for each shoot.
- ❑ **Set-up equipment and gear.** While I'm getting ready, my husband sets up the camera, tripod, lights, backdrop (a DIY green screen) and mic in our home studio. If you're going to do this yourself, either have a permanent set-up to save time or schedule another 30 minutes to get this part done.
- ❑ **Get into the energy zone.** I rehearse the intro a few times. I jump up and down (seriously). I talk loudly. I get in the zone. I get jazzed up about my topic and the message I'm about to share. Usually my husband, on the other end of the camera, bears the brunt of my energy overdrive. It helps to have someone to talk to, so maybe have a friend be there for you, or talk to someone who is just as passionate about the process as you are. If all else fails, I'll watch an inspirational video to feel energized.
- ❑ **Do the intro.** I do at least 2 takes of my intro because I believe that's the most important part of my video. If someone watches the first 10 seconds or so, that's when they make the decision to stay engaged and watch another considerable chunk. So nailing your intro is crucial.
- ❑ **Speak naturally.** For the rest of the video, I get in flow with the topic and occasionally look at my notes (on my phone on Evernote) for direction if I go off on a tangent.
- ❑ **CTA.** I always end each video with a clear call-to-action that invites the audience to take the next step.