Video Pre-Production Checklist

Note: Not every video project will require all of these elements.

Strategy and Messaging

☐ Do you have a script (if scripted) or a list of questions and talking points (if interview-style) for your video?

☐ If appropriate, have you and your editors developed a "storyboard" for your video that describes the visual elements alongside your script?

☐ If your video is being shot in an interview style, have you scripted out important "soundbites," such as your opening line (hook), call-to-action, and other important elements you need to get right?

☐ Has your script and storyboard been approved by your regulatory team, if applicable? If being filmed in an interview style, have you planned to have a member of your regulatory team present during the recording session?

☐ Have you discussed your video asset with the teams who'll actually be using it (sales, marketing, product, customer support, HR, corporate communications, etc.) to ensure your script will meet their needs?

☐ Have you decided on a call-to-action that's appropriate for the video's place in the buyer's journey?

☐ Have you chosen a video hosting provider (Wistia, YouTube, Vidyard, etc.) for your video and notified your video editors about your selection?

☐ If your goal is to rank for a specific keyword, does your script include that phrase (preferably a couple times) and would your video be something that a searcher using that keyword would be happy to find? (Important for YouTube videos)

Logistics

▢ Have you made any necessary travel arrangements?

▢ Have you checked all your gear to make sure everything works and you have what you need for the shoot day?

▢ Have you prepped your on-screen talent on what to wear, the questions or script they'll be covering, and confirmed they're feeling confident leading up to the shoot?

▢ Have you scouted your filming location to ensure that it's big enough and won't present lighting or audio issues, such as A/C units that kick on and off or the sounds of traffic?

▢ If your video includes a voiceover, has your team chosen a voice artist to read your script?

Creative Assets

▢ Your brand style guide (if you have one)

▢ A high-res logo (vector formats are preferred)

▢ Your brand colors (Hex Codes)

▢ Your font styles

▢ Any footage, photos, or graphics you want them to include in the final video (Note: the quality of your assets should be consistent with the quality of your video)