

Video Prep Checklist

46 THINGS YOU
MUST DO BEFORE
YOU PRESS
"RECORD"

So you're ready to shoot a video? Congrats! It takes a lot of prep work to get to this point. Use this simple checklist to keep you on track and organized when planning for your big day!

Two Months Before

- ☐ Determine your shoot date
- ☐ Research videographers
 - ☐ Ask for a recent reel or website
 - ☐ Schedule a call with them
 - ☐ Ask if they have their own gear
 - ☐ Check availability for your shoot date
- ☐ Research editors
 - ☐ Ask for a recent reel or website
 - ☐ Schedule a call with them
 - ☐ Discuss turnaround time for your final video
- ☐ Lock in the shoot date with a videographer that vibes with you!



One Month Before

- ☐ Outline your video vision
- ☐ Write out your script
- ☐ Create a storyboard
- ☐ Book the location (put deposit on location)
- ☐ Confirm the shoot date with your videographer
- ☐ Book a makeup artist
- ☐ Book an awesome production assistant

Two Weeks Before

- ☐ Create a prop list
- ☐ Rent/buy props
- ☐ Practice reading your script(s) out loud. Rehearse the content so you are familiar with it, but don't over rehearse.
- ☐ Double confirm shoot date with your videographer



One Week Before

- ☐ Rent equipment (if videographer does not come with gear)
- ☐ Create a call sheet (this is a schedule you send to the entire crew before the shoot). It should include:
 - ☐ Date
 - ☐ Location
 - ☐ Call time
 - ☐ Names and phone numbers of all crew members
 - ☐ Basic itinerary
 - ☐ Wrap time
- ☐ Plan food (meal break, snacks, waters on hand)
- ☐ Get a fresh haircut/dye (stick with what has worked in the past; this is not the time to try something new)
- ☐ Plan your outfit(s)
- ☐ Review your script(s)



Day Before

- ☐ Prep equipment (if needed)
 - ☐ Test video gear
 - ☐ Clear SD cards
 - ☐ Clean camera lens
 - ☐ Leave batteries to charge overnight
 - ☐ Pack equipment bags
- ☐ Make travel plans
- ☐ Steam/iron clothes
- ☐ Get a good night's sleep

Morning Of

- ☐ Drink tea or water with lemon. Avoid milk!
- ☐ Do some gentle exercises or stretches
- ☐ Have a healthy breakfast
- ☐ Warm up your voice with vocal warm ups
- ☐ Dress comfortably to your shoot. Wear a shirt with a large neck that is easy to slip off without messing up your makeup.
- ☐ Remember to enjoy the experience. It's going to be fun!



The Next Day

- ☐ Deliver footage to your editor
- ☐ Thank your crew
- ☐ Relax and treat yourself to a massage for a job well done

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