



**20** WAYS TO SAVE  
MONEY ON YOUR  
NEXT VIDEO



214 Overlook Circle, Suite 180 . Brentwood, TN 37027 . 615.866.3150 . [www.ComprehensiveMedia.com](http://www.ComprehensiveMedia.com)





Only 20% of visitors to your website  
will read a document, but 80% will  
watch a video.

# TABLE OF CONTENTS



Chapter 1: 10 Reasons You Should Care About Video.....	4
Chapter 2: Find the Right Balance.....	5
Chapter 3: How This E-Book Can Help You .....	6
Chapter 4: Before Production .....	7
Chapter 5: Pre-Production .....	9
Chapter 6: Production.....	13
Chapter 7: Post Production .....	15
Chapter 8: After Production .....	17
Chapter 9: It's a Wrap!.....	18
Chapter 10: Helpful Resources.....	19
About Comprehensive Media .....	20

chapter 1

# 10 REASONS YOU SHOULD CARE ABOUT VIDEO

Everybody loves video! They watch it, they share it and they use it. Why? Because of the results!

1. Online video delivers **10 times the response rate** of static text and graphics. ~ double click
2. People stay on websites **5.33 times longer** with video. ~ DigiDay
3. Online shoppers watched **40% more** videos on retail websites in 2011. ~ Internet Retailer
4. YouTube sees **4 billion video views** globally every day. ~ YouTube
5. Product videos make consumers **85% more likely** to buy. ~ Internet Retailer
6. The human brain absorbs **50% more information** through moving pictures and sound than the next best medium. ~ Forrester Research
7. People are **75% more likely** to watch video than read print. ~ Forrester Research
8. YouTube is ranked as the **#2 search engine** in the world. ~ YouTube
9. Buyers are **98% more likely** to watch a presentation on video than to listen to a sales rep. ~ Forrester Research
10. **85% of people** choose to watch a video about a company online rather than read the rest of the website. ~ Forrester Research

# FIND THE RIGHT BALANCE

## You can't have it all.

There's an old adage in the world of production that says,

*"cheap, quick, and great ... pick two."*

The concept is simple—you can't have it all. You can't sit on the couch eating potato chips all day and be a world-class athlete. You can't spend more money than you make and still go on that European vacation next summer. So it is with video production; you have to decide. For example, do you want . . .

- A great quick job? That won't be cheap
- A cheap great job? That won't be quick
- A quick cheap job? That won't be great

Why do you have to choose? Because every video project, even yours, has constraints, whether quality, time, or budget. A change to one affects all the others, so find the balance you're most comfortable with and the outcome you expect. Or as Stephen Covey said, "Begin with the end in mind."



chapter 3

# HOW THIS E-BOOK CAN HELP YOU

You've probably heard of the three stages of video production: pre-production, production, and post-production.

Well when it comes to saving money, you really need to consider the **5 stages of video production**. In this e-book, we'll give you twenty practical ways to save money throughout each of these stages.



## 1. Before Production

Where you begin preparing for your video project.

## 2. Pre-Production

Where your producer prepares for your video.

## 3. Production

Where your producer shoots your video.

## 4. Post Production

Where your producer edits your video.

## 5. After Production

Where you evaluate and track the progress of your video.

## chapter 4

# BEFORE PRODUCTION

Taking the first step to saving money on your video.

### ■ STEP 1: Prepare Your Production Brief

A Production Brief is a simple, one-page summary of your project. You'll need your Production Brief in hand before your producer can give you an estimate for your project.

A Production Brief answers the following 9 questions:

1. What's the objective of your video?
2. What's the desired outcome of your video?
3. Who is your target audience?
4. What is the key message you want to convey?
5. What has to be included in the video – the required content?
6. How will the video be distributed?
7. What is the length of the video?
8. When is the video due?
9. What is your budget?

*Take your time!* Don't rush through the Production Brief. Include key decision makers in the process and get their buy-in now, before you start spending money. Remember, solutions are always easier once the real issues have been identified.

**You can download a FREE copy of our Production Brief here!**

### How does this save you money?

By getting you started on the right foot and managing your expectations.

# BEFORE PRODUCTION Taking the first step to saving money on your video.

## STEP 2: Expect the Unexpected

Face it, the unexpected will happen. But if you've planned for it, it's less likely to have a major impact on your pocketbook. Give yourself some padding for both the budget and the schedule. Plan for the worst case but work toward the best case.

**How does this save you money?**

By giving you a bit of wiggle room now so that you don't have to throw more money at a problem later on.

## STEP 3: Plan for Economy-of-Scale

Economy-of-scale is an easy way to save a LOT of money on your project. For example:

- How much would it save to shoot multiple projects at the same time, with the same crew and talent on the same location?
- Can you use the same footage for multiple projects?
- Can you team up with another department to split production costs?

Each of these can help to stretch your budget dollars and make you look like the hero you really are!

**How does this save you money?**

By spreading the cost over multiple projects.

## STEP 4: Select the Best

In Chapter 2, you were asked to select the kind of job you would like to have done. Will your project be?

- A. A great, quick job      B. A cheap, great job      C. A quick, cheap job

Now pick a video production company based on A, B, or C. Just as people come in all different shapes and sizes, video producers range in size, experience, capability, and expertise. You want to select the producer that is the best fit for you and your project. In the end, **you have to decide** based on your budget, timetable, and the quality of their work. Who will you select?

**How does this save you money?**

By finding the right fit for you and your project.

**BUT REMEMBER** *you get what you pay for, and sometimes cheaper costs MORE in the long run.*

chapter 5

# PRE-PRODUCTION

Your producer gets your project ready to shoot.

■ **STEP 5: Be Brief** .....

Remember that Production Brief you completed in Chapter 4? Your producer will take that and go a little deeper with a Creative Brief. The Creative Brief is not a *creative* document (I know, I didn't name it), but it is the foundation of all the creativity that will follow. So don't succumb to temptation and rush through it. You need a solid foundation.

**How does this save you money?**

By making sure your video is on-target and on-message.



# PRE-PRODUCTION

Your producer gets your project ready to shoot.

## ■ STEP 6: Be Invested . . . . .

Approach your project as an investment *in a solution to a problem* versus just throwing money at a video. The difference is significant – investing offers a return on investment; spending doesn't. You want your video to produce specific results and solve the problems you identified in your Creative Brief.

**How does this save you money?**

By your willingness to invest versus spend your way to a solution.

## ■ STEP 7: Be Open . . . . .

You take your car to a mechanic because that mechanic has skills and expertise that you don't. It's the same principle with video production. One of the great assets your producer brings to the table is an ability to see your project, its problems, and possibilities in a fresh light, and in ways you hadn't considered. Step outside your comfort zone and be open to new ideas or approaches.

**How does this save you money?**

By giving you a fresh perspective and a greater return on investment.

## ■ STEP 8: Be Engaged . . . . .

Your producer is an expert in his or her field, but they need you. Communication can be the difference between so-so and super. And that same engagement needs to happen with your company's leadership and decision makers as well.

What you think, how you feel, and what your gut tells you are important. As the parson would say, "speak now or forevermore hold your peace."

**How does this save you money?**

By clearing up any issues before they become problems.

# PRE-PRODUCTION

Your producer gets your project ready to shoot.

## ■ STEP 9: Be Prompt and Be Responsive

Two of the most important things you can do to save yourself money at this stage is to be **prompt** and **responsive** to the requests of your producer. Throughout the process your input will be needed on a variety of levels to keep the process on-track and on schedule. Think of it this way, if it takes you three business days to respond to five different items, you've just lost fifteen days of production.

*5 items  
x 3 days  
= 15 Lost Days!*

### How does this save you money?

By keeping your project on-budget and on-schedule by eliminating costly delays.

## ■ STEP 10: Be on Point

Your producer will need a single point-of-contact for your project. This point person should have the authority to speak on behalf of you or your organization. Nothing takes more time and creates more confusion than having a bunch of cooks in the kitchen, all adding their special ingredients to the recipe.

This doesn't mean that other people from your organization have no voice, only that their voice should go through your single<sup>1</sup> point person. Think of it as unity of purpose.

### How does this save you money?

By streamlining communication between the client and the producer.

<sup>1</sup> Actually, they can be married too.



# PRE-PRODUCTION Your producer gets your project ready to shoot.

## ■ STEP 11: Be Informed . . . . .

Expect a lot of communication from your producer in the way of emails, conversations, and documents. There's an assumption that you will read and understand those communications.

Remember, there are two simple ways to be informed:

- Read your proposals, agreements and emails
- If in doubt, ask questions

Finally, make sure your agreement clearly covers everything. It should include:

- What's included in your project;
- What's not included in your project;
- The number of shoot days;
- The number of post hours;
- The project deadline;
- The size of your crew; and
- The included equipment.

If you don't understand, ask or educate yourself. Ultimately, it's your responsibility to be informed.

## ■ STEP 12: Be Prompt . . . . .

One of the ways you can keep the project on schedule is to promptly process all scheduled payments. Video production requires a lot of capital and cash, and since most video production companies aren't banks, they don't like financing other people's projects. So don't bring your production to a halt.

**Read the terms of your agreement** and make sure your accounting department understands and is prepared follow those terms.

### How does this save you money?

By eliminating surprises and giving you clear expectations.

### How does this save you money?

By keeping your production on-budget and on-schedule.

# chapter 6 PRODUCTION

## Shooting your video.

### ■ STEP 13: Rely on Experience . . . . .

A little gray hair on the set is a good thing. After all, you're not buying a widget; you're buying the experience and expertise necessary to produce a video that connects your vision to your audience. Expertise and experience on the set can address those last minute surprises that inevitably arise.

Director of Photography, Matt Coale, tells a story that illustrates the importance of experience.

*There was once a woman who owned a very expensive cuckoo clock. One day the clock stopped working. She called a repairman who promptly came to her home. The repairman took the clock off the wall and carefully set the clock on a table. He slid off the back panel of the clock, stared intently, and scratched his head. The repairman pulled a screwdriver from his back pocket, removed an old screw and replaced it with bright, shiny, new screw. He returned the clock to the wall and started the pendulum. The clock worked perfectly.*

*The repairman handed the woman a bill for his services. The woman was shocked. "Fifty dollars!?" she exclaimed. "I want you to break down this bill and show me exactly how you're charging me".*

*The repairman handed her a new bill that read: Screw: 5¢*

*Knowing which screw to replace: \$49.95*

*Total: \$50.00*

### How does this save you money?

By avoiding extra time and expenses as a result of the challenges that your project will encounter.

chapter 6  
**PRODUCTION** Shooting your video.

■ **STEP 14: Your Role** .....

There's a chain-of-command on set. As the client, your role is to offer input, feedback, and approval. The good news is that you aren't expected to be the Director – which means you get to be the client. No one expects or needs you to direct the crew or talent. Doing so creates a lot of headaches for everyone.

**How does this save you money?**

By keeping your project on-target and on-schedule.

■ **STEP 15: Verify Protection** .....

In the course of a production there are lots of things *that can go wrong*. Some of them will happen through error or accidents, and some of them happen as acts of God. In any case, you want a Producer who protects you with production insurance, minimizing your risks. If in doubt, ask for a Certificate of Insurance. No one ever wants to use it, but if you need it, it's priceless.

**How does this save you money?**

By protecting you from potential risks.

Your producer should have the following types of insurance:

- General Production Liability Insurance
- Negative Film/Videotape
- Faulty Coverages
- Props, Sets & Wardrobe
- Equipment Owned & Rented
- Third Party Property Damage
- Personal Injury
- Fire Damage
- Medical Expense

# POST PRODUCTION

That wonderful stage when ALL of the elements finally come together into your finished video.

## STEP 16: Minimize Changes

It's helpful to understand that post-production is the culmination of everything you've done so far. That means any changes at this stage can cost a lot of time and money.

Think of your approvals as a pyramid. The next level of production is built on the foundation of your approval, over and over again, until the pyramid is complete. If you suddenly decide to "unapprove" something that you signed off on two weeks ago, then a lot of layers have to be removed, which costs you time and money. So, here are two suggestions:

- Understand the scope of the changes you're requesting. Is it a five-minute change, a five-hour change, or a five-day change?
- Changes beyond the script or the scope of the project will cost extra.

### How does this save you money?

By making you aware of the costs associated with changes during the post-production process.



# POST PRODUCTION

That wonderful stage when all of the elements finally come together into your finished video.

## ■ STEP 17: Have Peace of Mind . . . . .

We all want peace of mind, so select a Producer that understands the value of your digital content by...

- Having automated redundancies built into the process;
- Having your assets backed up; and
- Having your assets archived in a secondary off-site vault.

### How does this save you money?

By minimizing the chance that an act of God or hard-drive failure will eliminate all the fruits of your labor.

## ■ STEP 18: Understand Ownership . . . . .

A lot of elements are brought together for your project. Some of those elements you will own (original footage shot for your project), while other elements will be licensed for use within your video and for its particular use. Elements like music, sound effects, stock footage, and more can all be licensed.

Unless you paid for custom music or other copyrighted items, you don't own that **licensed content**. If you want to use that licensed content again, either in another project or for another use, it will require an additional licensing fee. (Other uses may include taking the video that was originally licensed for your website and using it on a network television broadcast, or selling copies of the video beyond the original license.)

So why even use elements that you can't own? Because of the Chapter 2 discussion of cheap, quick, and great. Most clients can't afford to hire a composer to score and record an entire orchestra for a two-minute video—it's just not cost effective. But your producer has access to great music that can be licensed for your project.

### How does this save you money?

By making you aware of the boundaries of your license.



# AFTER PRODUCTION

Evaluating and tracking the progress of your video.

■ **STEP 19: Evaluate** .....

Now that your video is complete, take the time to evaluate the process. Sit down with your Producer and discuss your observations. What worked? What didn't? What can be improved next time? The more open that communication is, the more you can take away from the experience. By the way, this is something your Producer will do at no additional cost to you.

**How does this save you money?**

By learning from your experience and looking for ways to apply that experience the next time around.

■ **STEP 20: Track** .....

In the very beginning of this process, you probably made some assumptions about your objective, your audience, and your outcomes. Now is the time to track and measure those assumptions. Did the video really impact X, Y, or Z as you anticipated? If not, why? Did it pay for itself? What was the return on investment?

If you're going to answer these questions and validate your video, you'll have to track that video. But before you can track it, you'll need to have a baseline measurement of what was going on before you started the project. Only if you take the **before** and compare it to the **after** can you truly track the effectiveness of your project. And in the end, that's what you want to know.

**How does this save you money?**

By measuring the impact of your video investment.

# chapter 9 IT'S A WRAP!

## What the Director will say at the end of your shoot.



That's it. It's not rocket science – *it is an investment*. It is a collaborative effort that requires both your **time** and **attention**. The more you can invest in the process, the greater your return will be.

Like a golfer who knows the importance of lining up his shot to get the ball on the green, your video production will hit its mark only if you're prepared.

*You can save money on your next video if you ...*

- Remember the 10 Reasons You Should Care About Video (Chapter 1);
- Learn how to Find the Right Balance (Chapter 2); and
- Review the 5 Stages of Video Production (Chapter 3).

Video can do more to establish an authentic connection to your business than almost anything else. In fact, video can be **the most effective tool** in your arsenal.

Use the suggestions in this e-book as a guide to the practical ways you can save money on your next video production.



chapter 10

# HELPFUL RESOURCES

We've got a few blog posts that you may find helpful....

**8 Ways to Make A Really Expensive Video**

**The 5 Characteristics of Our Perfect Client**

**5 Things to Make or Break Your Video Production**

**Saving \$50,000**

**Creative Briefs, Your Roadmap to Success**

**My First Ferrari**

**How a Production Brief Can Save You Money**



Comprehensive Media is a full-service video production company. Our role is to break down the communication barriers between you and your audience by offering a fresh perspective of who you are and what you do. In short, we help you establish deeper client connections through video.

**HAVE QUESTIONS?  
NEED HELP FIGURING OUT A REALISTIC BUDGET?  
DON'T KNOW WHERE TO BEGIN?**

*We're glad to help. Contact us.*

Comprehensive Media, Inc.  
214 Overlook Circle, Suite 180  
Brentwood, TN 37027  
615.866.3150  
[www.ComprehensiveMedia.com](http://www.ComprehensiveMedia.com)  
[questions@comprehensivemedia.com](mailto:questions@comprehensivemedia.com)



© Copyright 2012, Comprehensive Media, Inc.