



Focus & Follow Through program for client who wanted to level up their video content creation and needed structure in production & content ideas.

WEEK 1: INVENTORY

We take inventory on your video skills, comfortably and on camera presence and tech skills. Depending on your level of video skills, we go over video basics or more in depth video lessons. We decide which platforms you'll be focusing on as well as which types of videos and their structure.

WEEK 2: CONTENT CREATION PLAN

We come up with three different types of videos and fully plan them plan out from what we see, what you'll say, text on screen, etc.

WEEK 3: FILMING

Think of this as a full on production day with me as your producer. We'll be on zoom together while I walk you through filming the content we decided on in week 2. I'll guide you through everything from where to film, where to place the mics and lights, on camera presence, etc.

WEEK 4: EDITING

Building from last week, I'll teach you how to organize your video content and we'll create an easy to follow editing flow that you can rinse and repeat for your all your video content.

WEEK 5: POSTING STRATEGY

With our video content edited, here's where we create a doable posting strategy to the platforms we decided on in Week 1. We upload together so I can walk you through any snags you may hit on your own in the future.

WEEK 6: CREATING AN ONGOING PRODUCTION PLAN

Now that you've been through all the phases; pre-pro-post production, we create an ongoing production plant that you can continue following to making creating video content with confidence and efficiency.