

Production Quality Standards

The standardized quality of our videos is the biggest variable to our success



BEFORE

PREREQUISITES:

Our organization has captured enough previous video to know what we do & don't want to standardize in our educational video content

It is important that the team has taken the time to create some trial video content so that we know where our "starting place" is for production quality. We want to be able to make educated decisions about what to prioritize in our production training.

We are prepared to invest the time or money into standardizing our video brand assets

There is a need to create "video brand assets" that standardize our website and external videos for recognition and easy editing habits. Assets can be created by motion graphics/animation creators, or they can be purchased for roughly less than \$250 total on video template websites.

Previously completed modules
Process (optional)

DURING

MEETING TOPICS:

WEEK 1: OUR PRODUCTION AUDIT

We look at previous video content from our team, discussing strengths and weaknesses, we analyze educational video content that we want to emulate.

WEEK 2: VIDEO ASSET OVERVIEW

We analyze the checklist of video brand assets to be standardized, and begin to define the video assets that we need to create or purchase from a third party.

WEEK 3: GETTING THE MOST OUT OF OUR ON-CAMERA TALENT

Crash course in "owning" our production & pre-production time, how to take the stress off our talent, tips to make people comfortable on-camera.

WEEK 4: MAKING MEMORABLE VIDEO

Asset finalization for upcoming website videos, we discuss the importance of visual aids, hyper-clear takeaways, and a low average cut length.

AFTER

OUTCOMES:

We have standardized video editing practices that allow our video editor to make simple branding decisions in post-production

Our video brand assets are ready to use and finalized to a point where we are excited to create video content with the same assets for 1-2 years

Our videographer is capable of capturing the best possible version of our video content with inexperienced, uncomfortable on-camera talent

Our videos are being edited with post-production practices that we agree are visually engaging, memorable, and easy-to-finish

Our Video Creation Process

Defining our standard process allows for replicable, quality video at a fast pace



BEFORE

PREREQUISITES:

Our organization has committed at least one full-time videographer to inbound video and we are prepared to do whatever necessary to be able to complete 2-3 videos per week

The inbound video marketing philosophy is a long-term strategy that requires a significant amount of time and energy before seeing ROI. We need to agree that, at a minimum, 12 months of full-time effort is required to properly execute this strategy.

We have invested the necessary money into our video production equipment and we are competent with all the gear

There is always a learning curve to master new video production gear. Use the gear enough before this module so that we know rough time estimations for our production processes.

Previously completed modules

Production (optional)

DURING

MEETING TOPICS:

WEEK 1: MAPPING 2-3 VIDEOS IN 7 DAYS

We outline the current video production process from ideation to publishing, highlighting bottlenecks and common pitfalls from other clients.

WEEK 2: VIDEO 6 FORMULA BREAKDOWN

Intro to the Video 6 formula and how we will use it to streamline the entire production process, we discuss best practices for the Video 6 within our specific industry.

WEEK 3: PRE-PRODUCTION STREAMLINED

Determining the necessary information required before the camera can be turned on, we also discuss how our videos could be rejected after completion.

WEEK 4: BOTTLENECKS & REDUNDANCIES

Finalizing and documenting a production process for the entire organization to understand, and identifying what will keep us below our goal of 2-3 videos per week.

AFTER

OUTCOMES:

We have a documented video production process that our entire organization understands and can refer to

Our videographer has a mastery in the Video 6 Formula and how we will implement it for our organization/industry

The pre-production script outlining process is streamlined in a way that allows for a balance of minimal upfront approval with a low risk of capturing unusable content

Our video and marketing department understands exactly what it takes to publish 2-3 videos each week and we feel prepared to achieve that weekly quota regularly for at least 12 months

Selling Seven Videos

Create videos for our website to transform it into a powerful sales tool



BEFORE

PREREQUISITES:

We are confident in our production quality and ready to produce videos to exist permanently on our website

The videos that we plan during this module should be used for at least 1-2 years on our website.

We are ready to determine permanent brand assets to be used in all future videos

There is value in standardizing brand assets for video, such as our Logo Bumper, lower-thirds, or segment titles. Standardizing these assets improves production quality and video recognition.

Previously completed modules

Process, Production

DURING

MEETING TOPICS:

WEEK 1: OVERVIEW - OUR SELLING SEVEN
Watching Selling Seven video examples, our website video audit, deciding our most impactful website videos.

WEEK 2: VIDEO PRIORITY LIST CREATION
Intro to the website video content list, intro to script templates, auditing our website video priority list.

WEEK 3: SCRIPTING - 80% VIDEO & PRODUCT/SERVICE PAGE VIDEO
Determining the outlines for our most watched website videos, reviewing best practices & examples.

WEEK 4: WEBSITE VIDEO PLAYERS
Finalizing a production calendar and due date for every website video, defining a video hosting strategy that allow us to analyze viewership and attribute revenue to our videos.

AFTER

OUTCOMES:

We have a website that funnels existing traffic down the buying process using educational videos

There is understood importance in our ability to track our lead's video consumption before the zero moment of truth

We have an ability to track total revenue created by inbound videos, and we are reporting on this regularly

Our website is set up in a way that converts more traffic into sales conversations and we are ready to create other videos that drive more traffic to the website

YouTube Channel Framework

Mastering this search engine is the key to becoming our industry's trusted voice



STRATEGY

BEFORE

PREREQUISITES:

Our organization has properly optimized our website as a sales tool that we are excited to drive traffic to

The purpose of a YouTube channel is to build trust with potential customers that do not yet know our company, and to increase our website's traffic through industry-wide education.

We clearly understand the scope of what our industry needs to be educated on, and we know the categories of videos that we plan to create

It's extremely important that we have a strong definition of our target customer and an understanding of the questions they need answered before we define the scope of our YouTube channel.

Our Video 6 Formula has been standardized and our video brand assets are finalized

Previously completed modules
Process, Production, Selling Seven

DURING

MEETING TOPICS:

WEEK 1: YOUTUBE LEARNING CENTERS

We look at previous clients learning centers, discuss best practices, and create a list of YouTube Channel Assets that need to be created.

WEEK 2: PUBLISHING PRACTICES PT. 1

We cover the best practices of video publishing, discuss on-page vs. off-page SEO, and optimizing video impressions

WEEK 3: PUBLISHING PRACTICES PT. 2

Completion of publishing practices, including our info cards, descriptions, and video tags.

WEEK 4: IDENTIFYING KEYWORD GAPS

We identify our first 5 short-tail keywords to hunt for, choose YouTube competitors to monitor, and learn how TubeBuddy & VidIQ allows us to explore for keyword gaps.

WEEK 5: YOUTUBE COMMUNITY CREATION

YouTube channel framework finalization, C=AM Formula and optimizing for off-page SEO metrics.

AFTER

OUTCOMES:

We have a YouTube channel framework that covers the scope of educating our industry, and we are clear on the categories of videos to be created for the channel

Our video and marketing department are both confident in their abilities to publish YouTube videos in a way that optimizes reach and viewership

We recognize the importance of creating a feeling of community around our industry-wide education channel

Our team understands how to analyze both competitor videos and our previous videos to plan content strategies for upcoming YouTube videos, and we know how to identify "content gaps" on YouTube with keyword research

Big 5 Videos for YouTube

Answering our industry's questions with an unbiased, trust-building formula



BEFORE

PREREQUISITES:

Our organization has properly optimized our website as an educational sales tool and created a YouTube channel framework that is hyper-clear about the scope of the channel's content that we plan to create
Answering our industry's questions on YouTube is meant to build trust with an audience that doesn't yet know our business and to drive traffic to our website so they can pivot learning about the industry and begin learning about our organization.

We understand the difference in both tone and structure between our website videos and our YouTube videos

We've made a commitment to publishing 2-3 weekly Big 5 videos during and after this module

Previously completed modules

Process, Production, Selling Seven, YouTube Channel Framework

DURING

MEETING TOPICS:

WEEK 1: BIG 5 OVERVIEW

We watch Big 5 video examples, determine our most effective categories, and build out our top-priority questions.

WEEK 2: STRATEGIZING OUR FIRST 10 VIDEOS

We prioritize our 10 most bottom-funnel videos, adapt our Video 6 formula to fit our industry, and define standardizations for the first YouTube videos.

WEEK 3: MAKING ENGAGING CALLS TO ACTION

We decide on our three first resources to have our bottom-funnel videos call to, and audit the script outlines for our first three Big 5 videos.

WEEK 4: PLAYLISTS, COURSES, & VIDEO FUNNELS

We discuss why people initially arrive at our channel, finalize overall YouTube video funnel strategy, and discuss peripheral tags.

AFTER

OUTCOMES:

We have a clear strategy for the types of videos to create that answer our prospects' questions from an industry-wide perspective

Our YouTube videos' design, format, and structure is standardized and professional

We are confident that our video content is optimized for search engines so that it can be easily found on both YouTube and Google

Our YouTube videos contain the "best answer" to our prospects' questions that can be found online, and we believe they educate in a way that encourages our prospects to *want* to work with our business

Assignment Selling w/ Video

The Sales Team is the engine for new content and the users of existing content.



BEFORE

PREREQUISITES:

We have published at least one assignment selling video

The video is used as an example throughout this module. It allows the sales team to immediately practice.

Our sales team is familiar with assignment selling

The majority have read the "Assignment Selling" chapters of *They Ask, You Answer*. Hopefully, many already assignment sell with written content.

The entire sales team has committed to joining the 4 weekly calls for this module

There is commitment to learn and practice the concepts during the module.

Previously completed modules

Process, Production, Selling Seven, Big 5, YouTube Framework.

DURING

MEETING TOPICS:

WEEK 1: WHAT IS OUR CURRENT SALES PROCESS?

How this is implemented in our organization/industry, what types of videos apply most to our process, level of content overlap between sales team members.

WEEK 2: WHY DO WE ASSIGNMENT SELL?

The difference in our relationship with leads, the stats that back it up, The incremental progress that we can use today.

WEEK 3: USING 1:1 VIDEO TO ASSIGNMENT SELL

The value in being seen and heard, humanizing email communications, canned vs. personalized video.

WEEK 4: MAPPING OUT THE VIDEO CREATION PROCESS FOR SALES

The complete video creation process, the video priorities for sales enablement, the future of creating assignment selling videos.

AFTER

OUTCOMES:

The sales team feels "video ownership"

The team recognizes that they are responsible for informing the video team about useful content ideas. They also are responsible for actually making use of the created video content.

There is a defined process for video creation that the whole organization knows

The video creation process is well-defined and documented in a way that excites the sales team to add new sales enablement video ideas for the video team to create.

There is a well-kept list of sales enablement videos that are waiting to be created

This list lives in our "video priority list" so that the video team can prioritize the sales enablement videos beside the other videos for sales and marketing.

Assignment selling is being used by the sales team to shorten the overall process