

# VIDEO EDITING PROCESS GUIDE



**WILL TROUP**  
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## Important Reminder

Never click the 'request access' button as it generates a ton of emails to other team members. If you need access to documents, Google Drive, or anything else, reach out to your manager to request access.

## Overview

To start your video processing journey, it's important to understand how it ties into your overall marketing framework. Just like with any piece of content, you need to have a Content Library organized around your Topic Wheel. Most people create blogs or produce other content randomly, with no connection to other messages. But if you want to be a true marketer and grow sales, everything that you do needs to tie into a concept that then ties into your overall framework.

If you take all your content, organize it by topic, and connect those topics to the appropriate people of authority, now you have the ultimate targeting engine. Within the structure of the Topic Wheel, you're assembling authority. The Topic Wheel anchors the content pillar of authority. A Topic Wheel has three concentric rings: a center (WHAT), a middle layer (HOW), and an outer layer (WHY).



The Topic Wheel goes from the outside (WHY), to the middle (HOW), to the center (WHAT). The WHAT is the product/service that is the focal point of the Topic Wheel.

## WHY

The outer layer is the WHY, which consists of a series of "WHY" stories. It is helping people understand who you are—not selling, not trying to teach, but telling one-minute stories about what you stand for. This helps people understand who you are and why you do what you do.

You also interview other people about their stories. Within the outer layer, you have a variety of stories that are from you and stories from other people. Then you cluster them into different topics.

You're using the Topic Wheel to leverage the power of other people's network. Because of the reciprocating relationship you have built with them, these people are glad to be a part of this.

## Example:



Dennis Yu WHY Video



## HOW

The middle layer is your HOW, which is your topics that encompass the different "WHY" stories.

Topics are things related to the product but are not talking directly about the product. Topics are on the inside, and the stories from others on the outside.

You're trying to systematically and intentionally put these pieces into a structure where the topics group any content that you have.

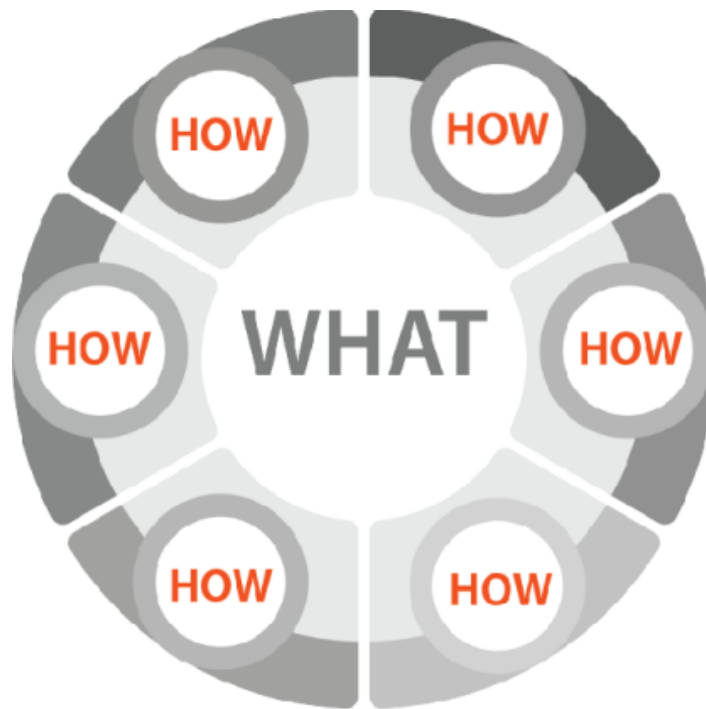
Then, from the topics, you bring them into the product or service, the thing that you are selling.

## Example:



**Why you shouldn't lower your prices in economic downturn**





## Topic Wheel



To sell more or achieve the goals you've selected, you must map your goals back to topics, and your topics back to people who are authoritative in these topics. People connect with your "WHY" (outside ring), then want to understand HOW (middle ring), and only then care about the WHAT (the product/service you sell).

Our personal brands allow us to show this through the content that we create, which, of course, always ties back to our "WHY." At BlitzMetrics, our "WHY" is to educate and create jobs for students, which carries through in all that we do. Once you've determined your WHY, create a one-minute video about it.

The three components flow in order from content to people to properties. Start posting content to share your story, receive and monitor followers and their comments, and organize your content.

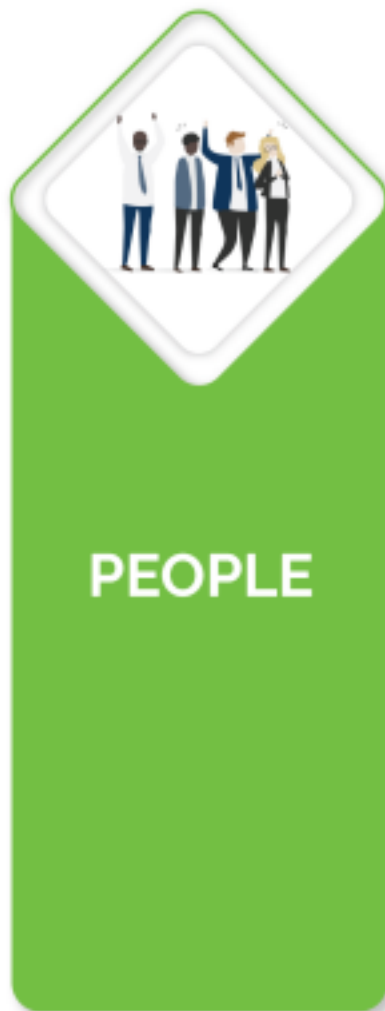
Build your brand through managing and responding to your followers. Once you build your personal brand, really work on your social profiles and plumbing, interview other people of high authority, and create a team to manage your content.

## Example:



**First step to running an efficient agency**

# THE 3 COMPONENTS OF AUTHORITY





You can grade every piece of content you generate along these three lines. Shoot for having 10s in each area, such that a "perfect" content piece has the highest authority content on the highest authority site with the highest authority person saying it. Track this in your Content Library. Start your Content Library if you haven't already since your team, even if part-time freelancers, will need it to track your brand mentions, cross-link, and amplify.

"People" are the people saying it—where it's being said. Ellen DeGeneres talking about Isaac's content and his story has a lot more authority than Isaac talking about it himself. Facebook publishing a case study on BlitzMetrics about me knowing something about Facebook ads has much higher authority than me talking about myself.

Similarly, if you take Isaac Irvine's video and share it on some WordPress blog that has no followers, it's not going to do anything because it's a low-authority property; it has nothing going for it. However, if you share it on the LADbible or any other high-authority property, you have high-authority content, and it's shared by high-authority people. You have the trifecta.



## Examples:



Grant Cardone on Dennis Yu



Dennis Yu Shares Expert Insights on the Facebook Data Scandal in CNN Interview



**Mike Stelzner on Dennis Yu & BlitzMetrics**

## 3 Components to a WHY Video

A great way to start is with your "why," which is your mission or your purpose. Perhaps it could be a time of hardship that you went through and that changed you. From the hardships you encountered, that is where you define your "why."



### 1. WHEN I WAS \_\_\_\_.

Waste no time, get right to the story. This is where the "WHY" comes in.



### 2. I BELIEVE THAT \_\_\_\_.

Now go from the emotion of the story you just told to the overarching lesson of what you stand for.



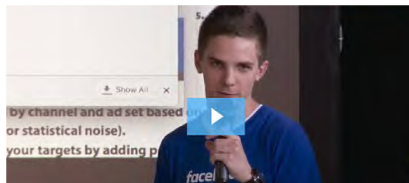
### 3. I STARTED \_\_\_\_.

Give a brief explanation of what you do. Make sure to be specific and concise.

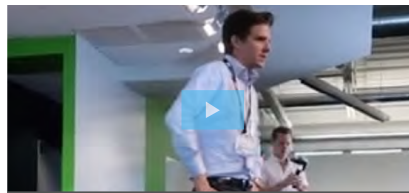
# 3 COMPONENTS TO A WHY VIDEO



ON ONE MINUTE VIDEOS

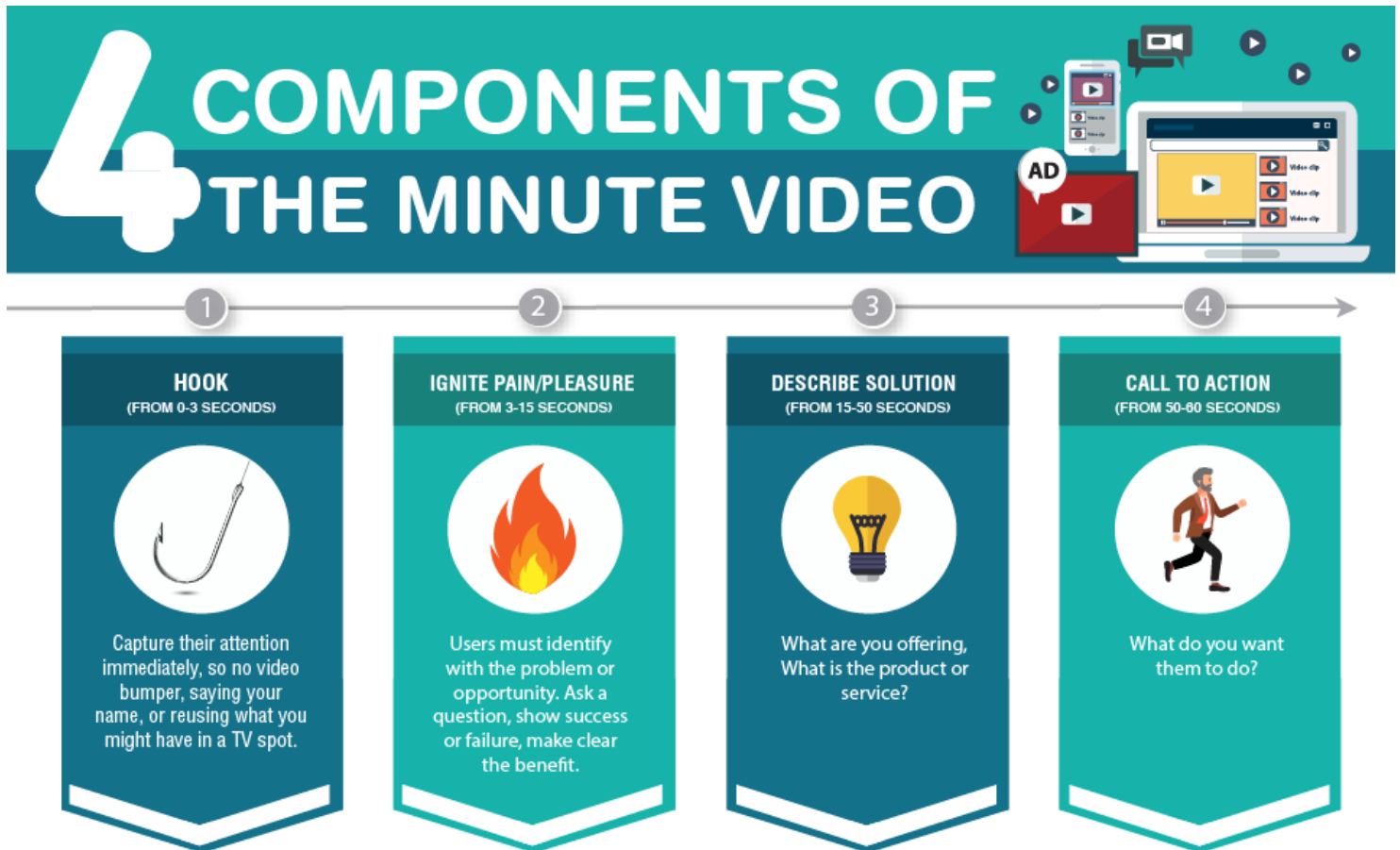


WHY THE ONE MINUTE VIDEO



HOW TO COME UP WITH A GOOD HOOK

# Four Components of The One-Minute Video



## Hook (from 0-3 seconds):

This part should capture the attention of your audience IMMEDIATELY. There'll be no room for a video bumper, your name, or reusing what you see in a TV spot.

## Ignite pain/pleasure (from 3-15 seconds):

Present a problem or opportunity to your audience. Ask a question, show either success or failure, make clear the benefit of them watching on.

## Describe solution (from 15-50 seconds):

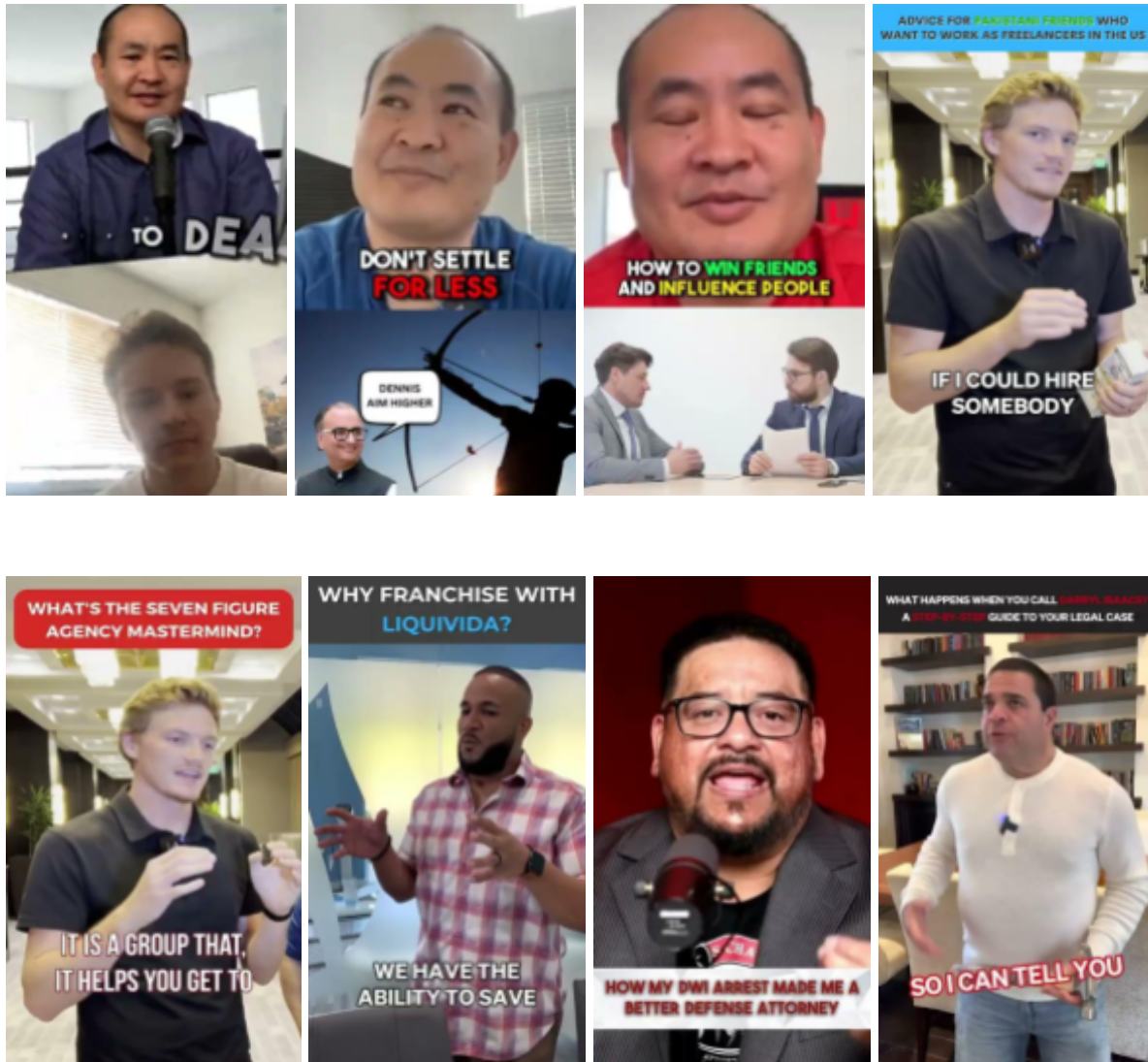
Once you present either pain or pleasure, show them what solution you're offering: either a product or a service that caters to your pain or pleasure proposition.



Call to action (from 50-60 seconds):

Tell your audience what you want them to do. Empower them to take action and be proactive.

## Examples



# Editing Video

- ☐ Use Google Photos for storage
- ☐ Use free editing software such as [Descript](#) until you are proficient enough to move to Adobe Premiere.
- ☐ Read this article from Wistia  
<https://wistia.com/learn/production/shooting-video-with-an-iphone>
- ☐ Having a hook at the start of your videos is a good way to get people to STOP watching your videos instantly.



# WHY Video Checklist



## General

- ☐ Ensure the spelling of your name is correct.
- ☐ Use square or portrait format (1080 x 1350 or 1080 x 1920).
- ☐ Add matching music.
- ☐ Do not start a sentence with "so."

## What Not to Do

- ☐ Do not include an intro bumper.
- ☐ Do not use copyrighted music or images.
- ☐ Do not use images found by using Google or a general search engine.

## Intro

- ☐ Add a lower third with your name that lasts 5 seconds at the beginning of your video.
- ☐ Ensure the lower third is placed in either the left or right lower third of the frame.

## Captions

- ☐ Must be centered.
- ☐ Ensure the font is readable (we suggest white).
- ☐ Caption lines must not exceed three.
- ☐ Must not contain: "Uh," "Um," "Hm," words that have been repeated due to stuttering.
- ☐ Do not include curse words.
- ☐ Must be placed at the bottom of the video in the 1:5 or 4:5 aspect ratio.
- ☐ For portrait videos, you can change its placement according to the video's subject placement.
- ☐ Must not take up more than 20% of the frame.

## Main Content

- ☐ Remove clips where you say "uh's," "um's," and "hm's."
- ☐ Mute audio clips where you curse or place a "beep" noise over them.
- ☐ Remove low authority moments such as when you stutter or there is dead air. Also, if you use filler terms and items that take away from the story.
- ☐ Cut moments that do not belong, such as when people say, "This is my first time speaking...", "I'm nervous...", "I'm scared...", or "I haven't talked into a microphone before..."
- ☐ Trim intros and outros as needed.
- ☐ If you have two clips of the same video, transition between the two camera angles.
- ☐ Do not cut off your head when filming your one-minute video, and be careful not to cut off too much of your body on the side of the video frame.
- ☐ Ensure that the audio is synced with the video.

## Outro

- ☐ Add another lower third with your name on it that lasts for 5 seconds.
- ☐ If applicable, show shots of the audience clapping.



# Social Media Aspect Ratios

## FACEBOOK VIDEO SIZES



## INSTAGRAM VIDEO SIZES



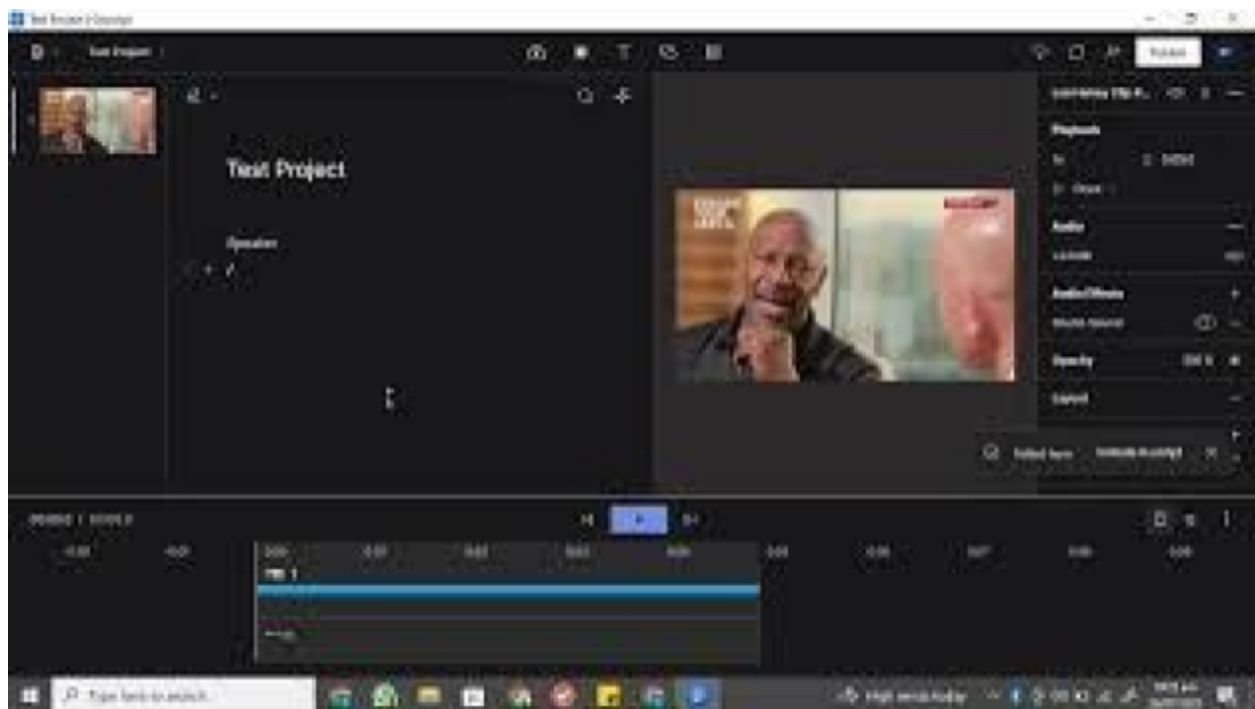
# How To Edit A One-Minute Video Using Descript (Portrait + Square)

## Note:

In this section of the guide, we are featuring the old version of the Descript (for some reason). However, you do not have to worry about that because Descript has updates every single week, but it works the same. Now, when you open Descript, you will notice that its interface has changed from the one featured in this section of the guide. As you will see, the tools shift from left to right, but they work the same.

However, in these video tutorials, you can see the updated version where we show the exact same steps for editing portrait-type videos.

## Understanding the Descript Interface and Its Different Tool Uses



## Qualifying Checklist: Things that Need to be Checked Before Processing Any Piece of Content



## Descript's Top 3 AI Features You Need to Try



## Editing One-Minute Videos Using Our OMV Checklist



People are trading hours of their day scrolling through Facebook, so you must gather every bit of attention you can get. The easiest way to get their attention is through video, especially one-minute videos. No one will watch a three-minute video if they don't know who you are. Attention spans on social channels are brief. The average watch time for a video on Facebook is only six seconds. You must learn to grab their attention quickly and pull them into the story you are trying to tell.

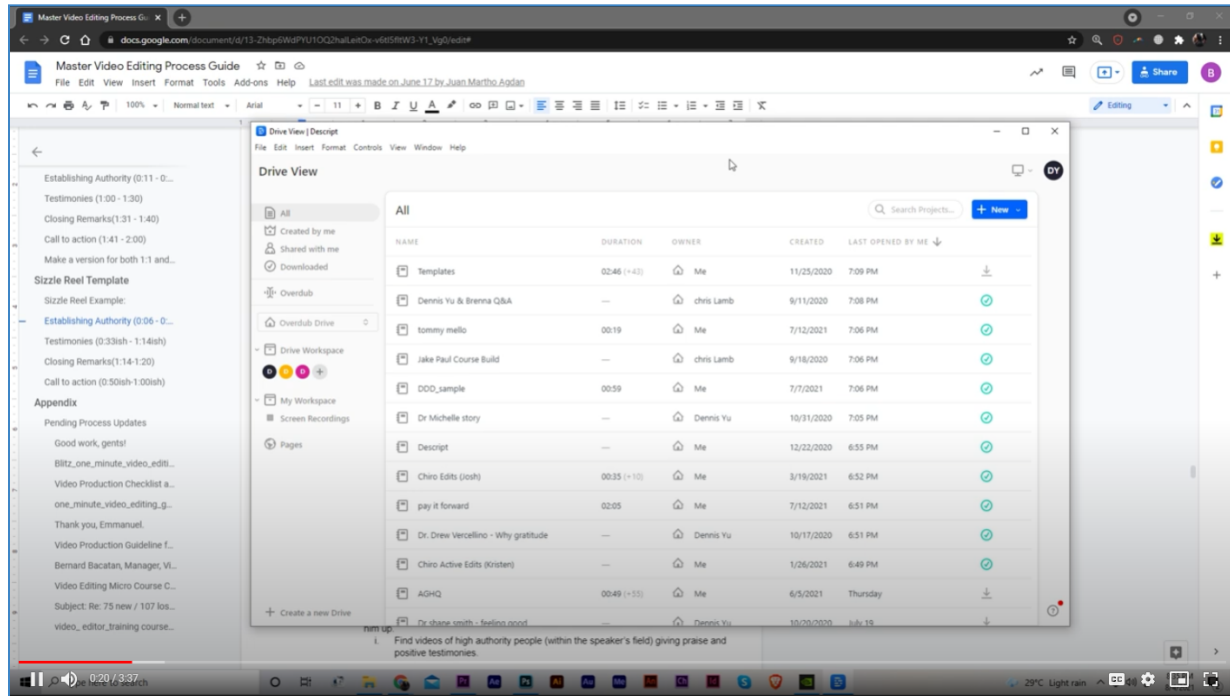
This guide will teach you how to quickly edit a video using a pre-existing template in Descript, how to use Descript to transcribe videos, and how to make minor tweaks to the template.

### Qualifying Checklist

- ☐ Descript application (download from [descript.com](https://descript.com)).
- ☐ Password to a BlitzMetrics Gmail or Google Workspace.
- ☐ Social media destination of the edited video.
- ☐ Brand color.
- ☐ Call to Action.
- ☐ Name of the Speaker.
- ☐ Company logo.
- ☐ Goals > Content > Targeting **#GCT** of the video.

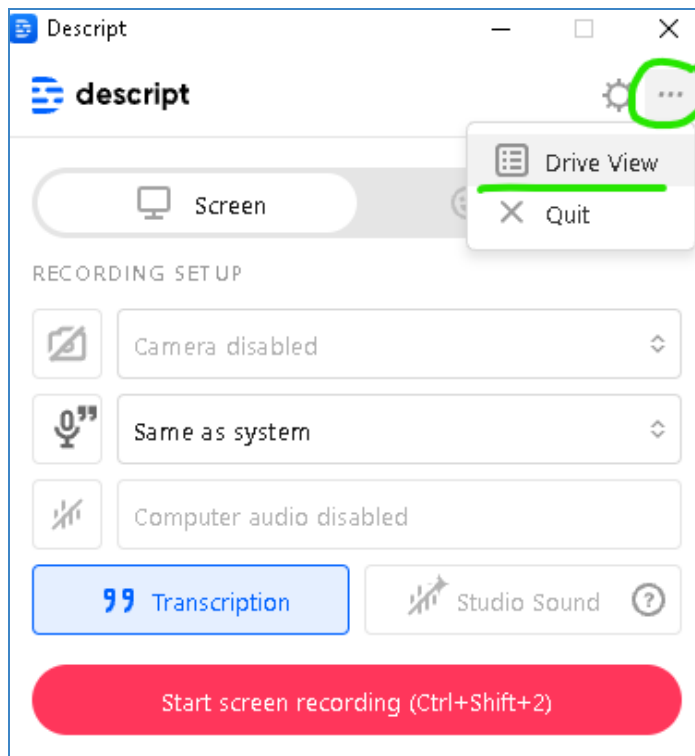
□ Stage in the marketing funnel or video type based on this stage in the funnel – Awareness (#WHY), Consideration (#HOW), Conversion (#WHAT).

## Execution Checklist

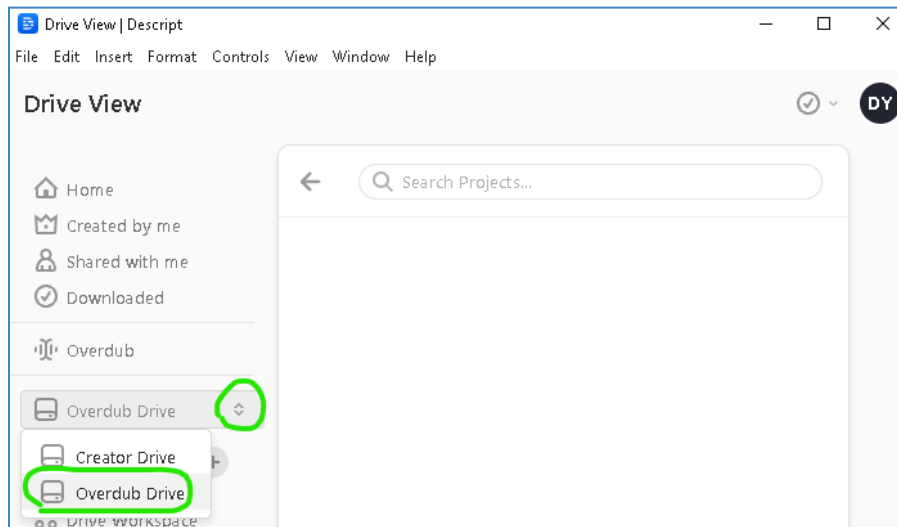


### [How To Edit A One Minute Video Using Descript \(3:37\)](#)

1. Open the Descript application and sign in with the username `freelance@blitzmetrics.com`.  
If the Descript application only shows the screen recorder, click the ellipsis icon, then click **Drive View**.

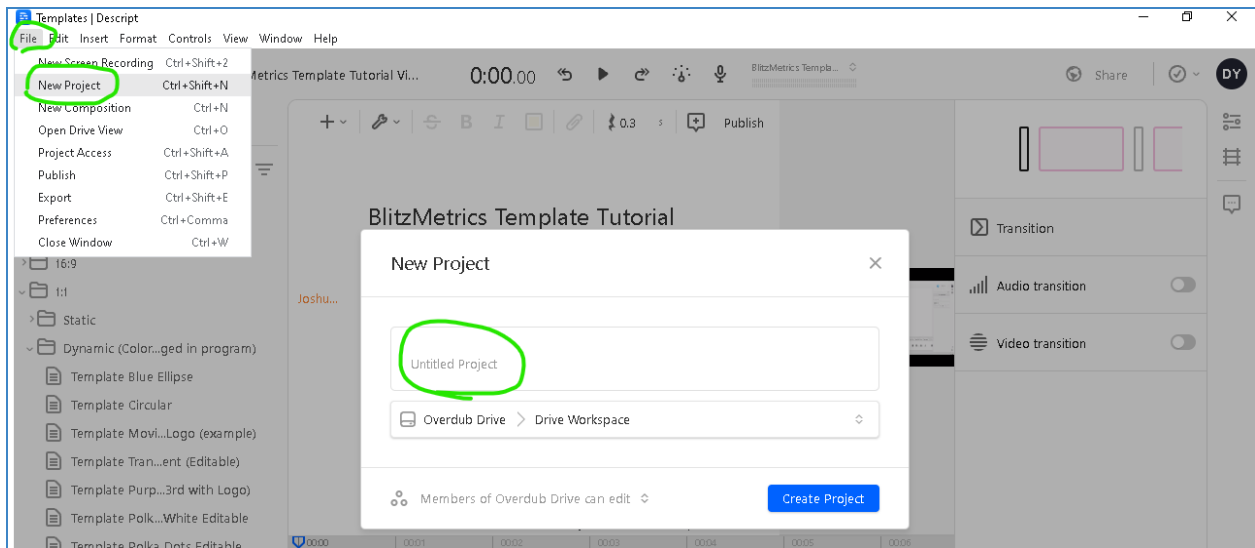


## 2. Select the Overdub Drive.



## 3. Create a new Project.

### 3.1. Click **File**.



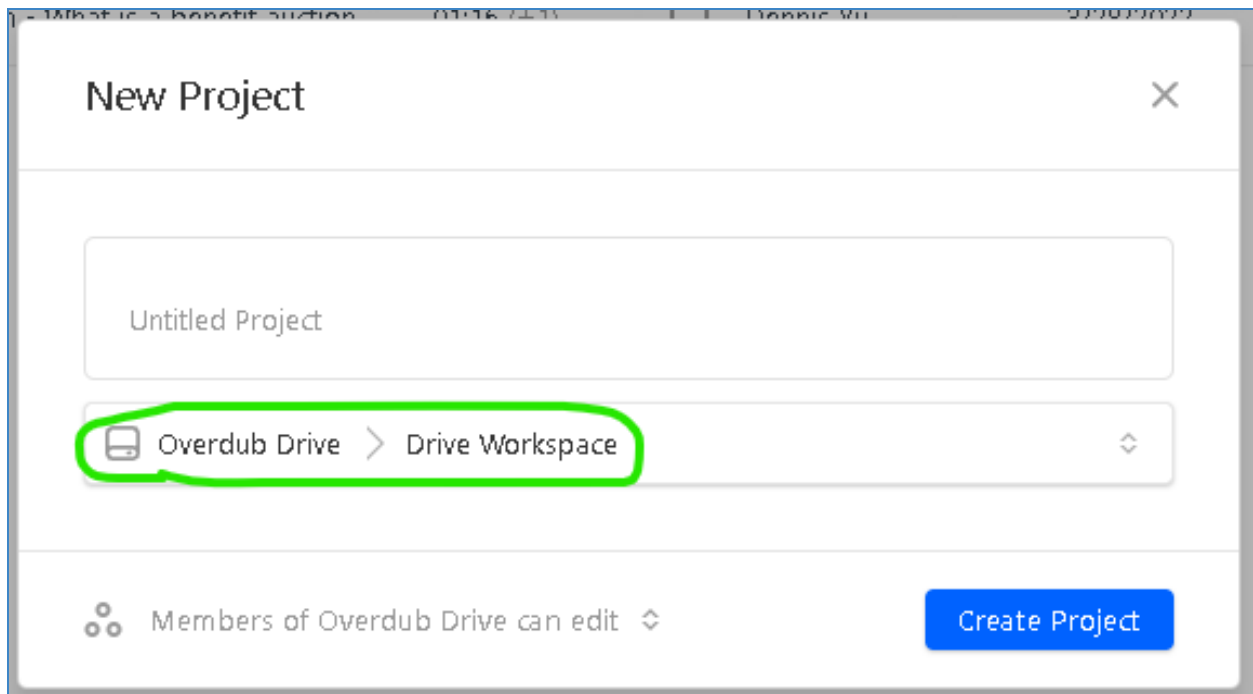
3.2. Click **New Project**.

3.3. Name the file in the **Untitled Project** area.

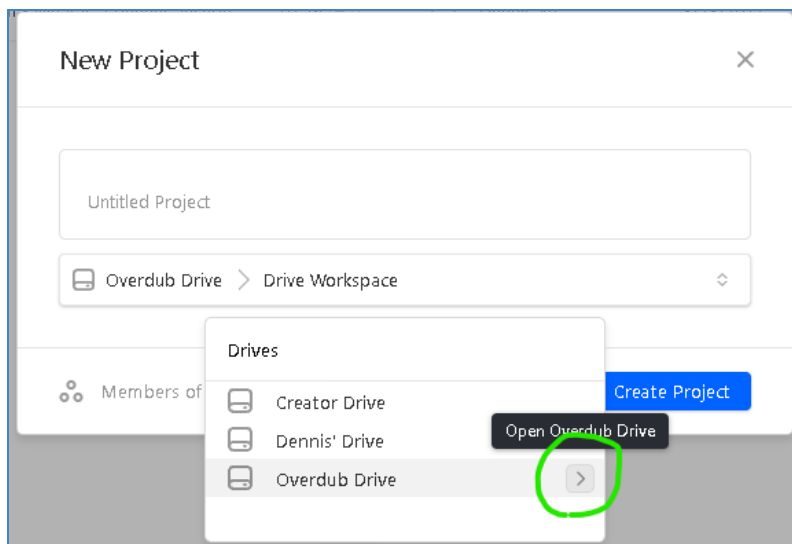
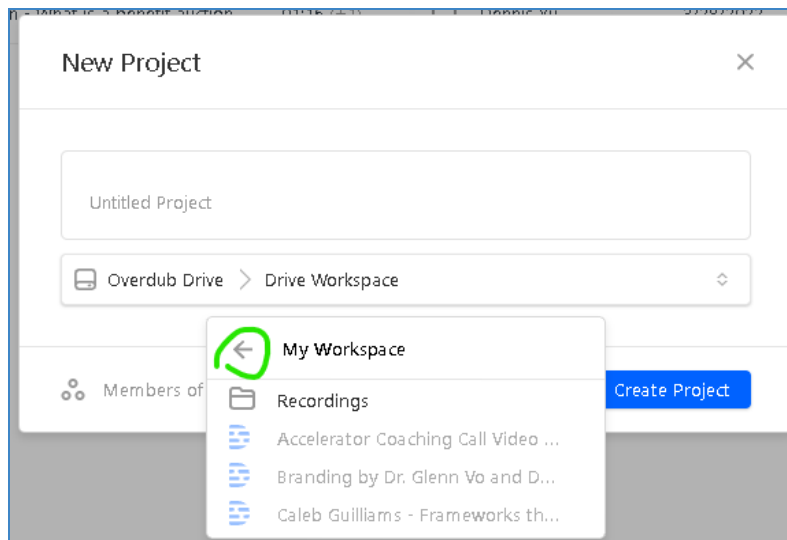
IF	THEN
The file is for a client.	Use the syntax <b>client's name-video title</b> (e.g., Conan O'Brien - Caring For Your Pompadour, Aisa Jones – Dirt On Trial, Greg Perez – The Watcher).
The file is for a course, program, or presentation.	Use the syntax <b>course/program/presentation name – video title</b> (e.g., Agency Management Program – 9 Triangles)
The file is for a package.	Use the syntax <b>package name – video title</b> (e.g., Content Engine Package – Plumbing)

3.4. Choose **Overdub Drive > Drive Workspace**.





If you are not in the **Overdub Drive** or the **Drive Workspace**, you can navigate through the folders and drives by clicking the arrow icons.



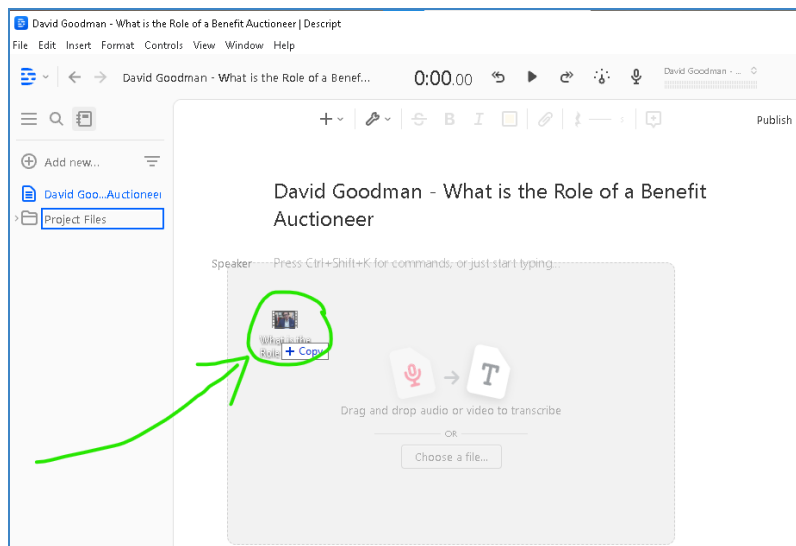
3.5. Click **Create Project**.

#### 4. Import the RAW video to Descript.

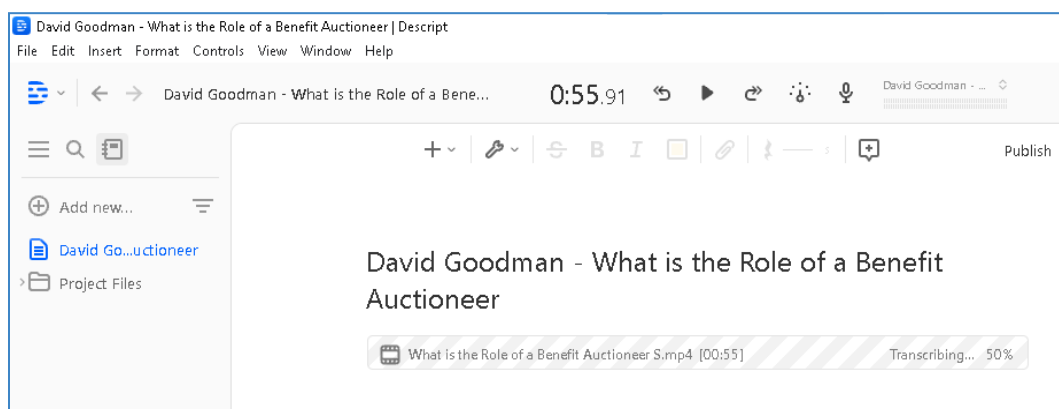
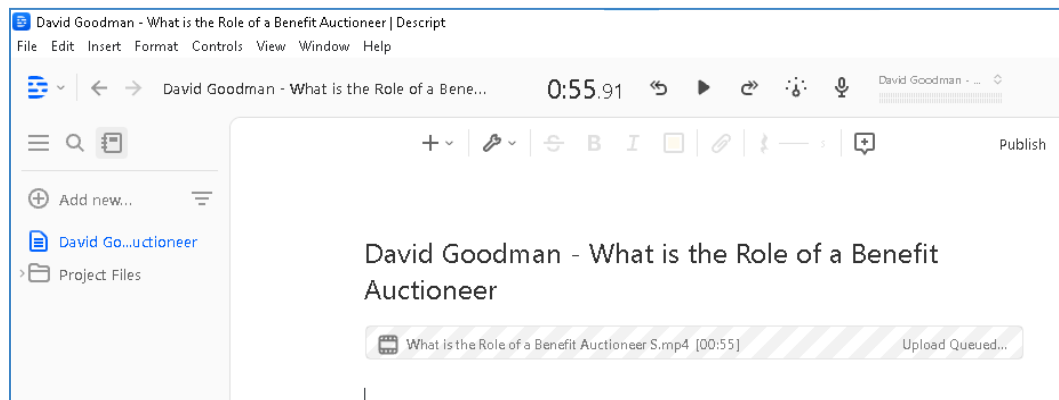
Sometimes, there will be a few pre-edited videos since we're working off of another video editor's queue. If that's the case, see if the subtitles and titles are correct. If so - and nothing needs to be done - transcribe in Descript, upload it into the edits folder, and link it here. Now it's a newly edited video.

If you are in a situation where Descript has run out of transcription time or hours, go to [Descript Transcription Troubleshooting](#).

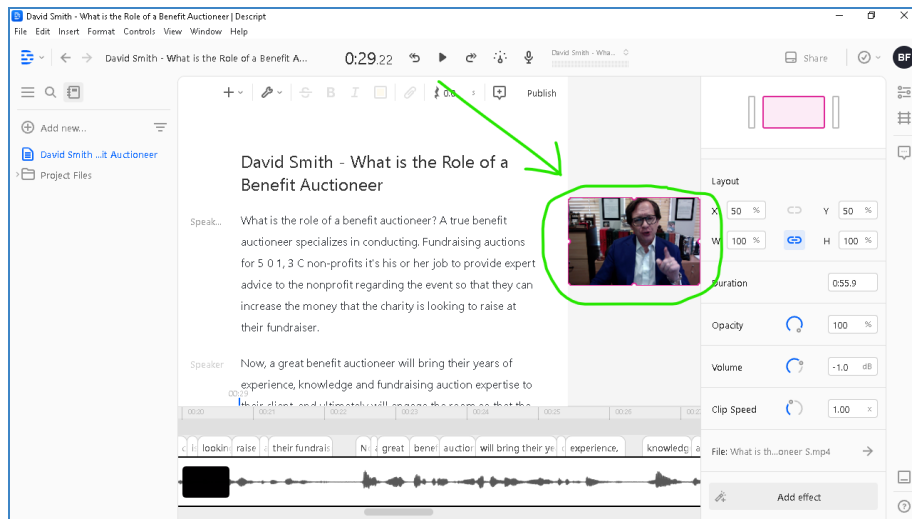
4.1. **Drag** an audio or video file into the template duplicate.



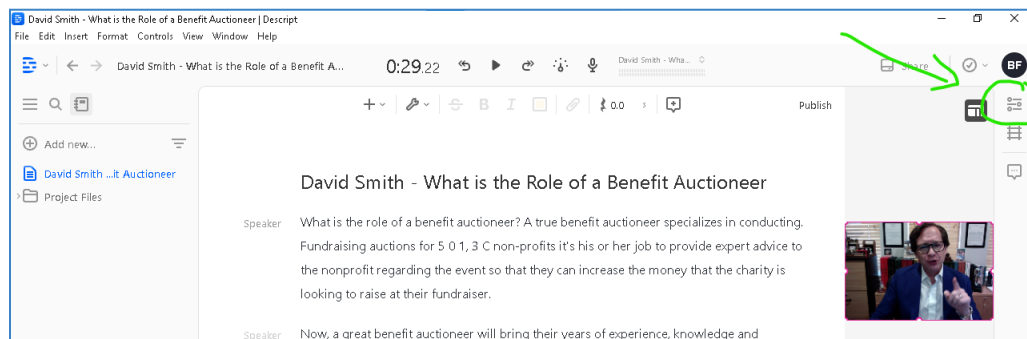
- 4.2. A window will appear that says your file is transcribing. Click the button to proceed.
- 4.3. Wait for your application to upload the file and for Descript to transcribe the video.



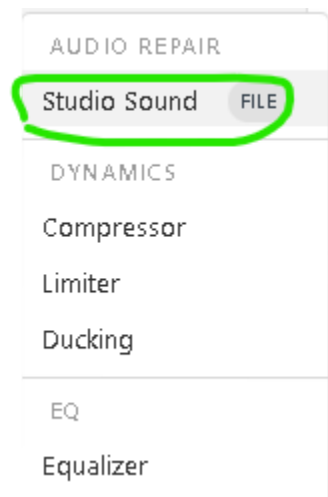
5. Turn on the studio sound for the file that you imported.
  - 5.1. Click the video workspace.



## 5.2. Click **Show Clip Inspector**.

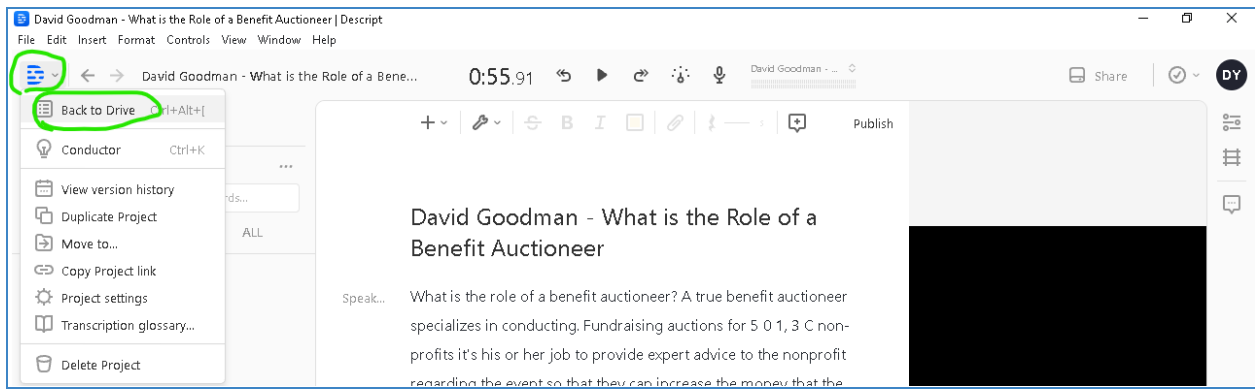


## 5.3. Click **Studio Sound**.



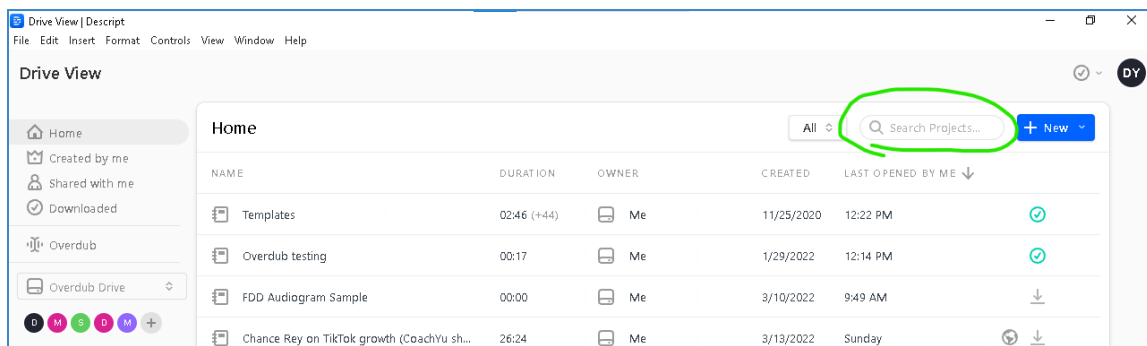
## 6. Copy a template.

### 6.1. Click the Descript icon.



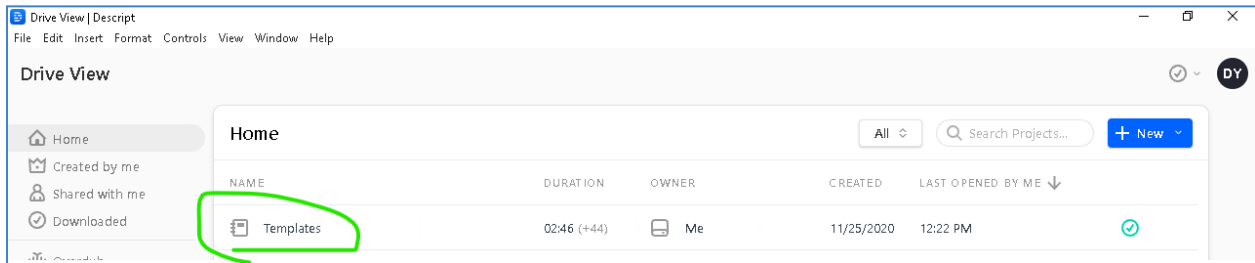
6.2. Click **Back to Drive**.

6.3. Click the search bar.



6.4. Type **Templates**.

6.5. Select **Templates**.

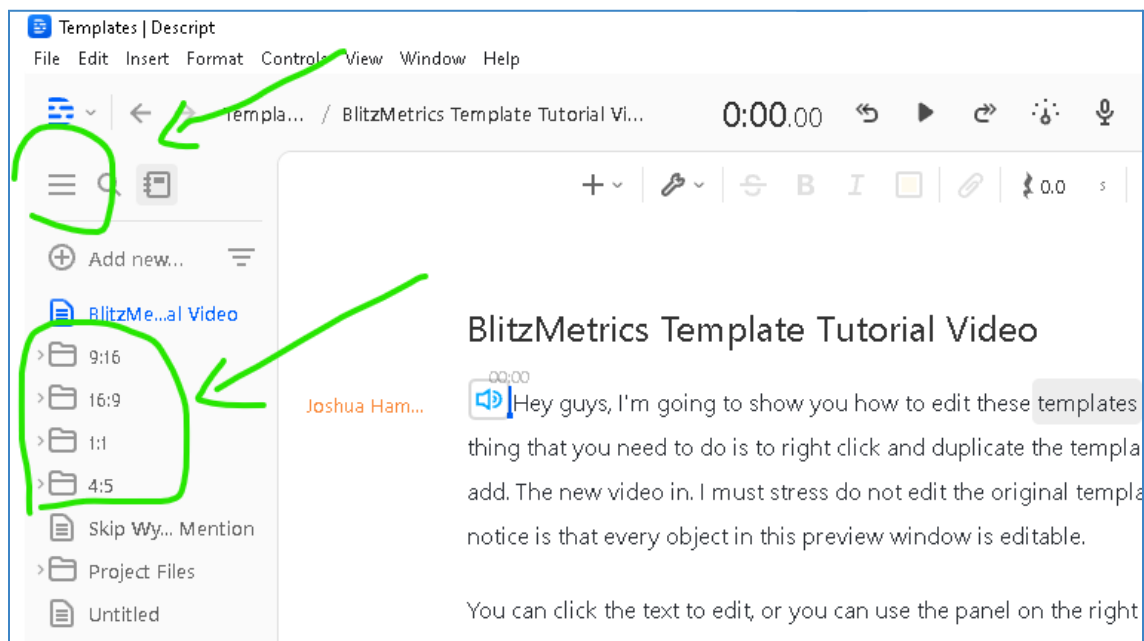


6.6. Select the proper folder based on the desired aspect ratio.

IF	THEN
The edited video is for a Facebook Story, Reel, or Short.	Choose the 9:16 folder.
The edited video is for a Facebook post.	Choose either the 4:5 or 1:1 folder. Choose 4:5 by default.
The edited video is for an Instagram Story,	Choose the 9:16 folder.

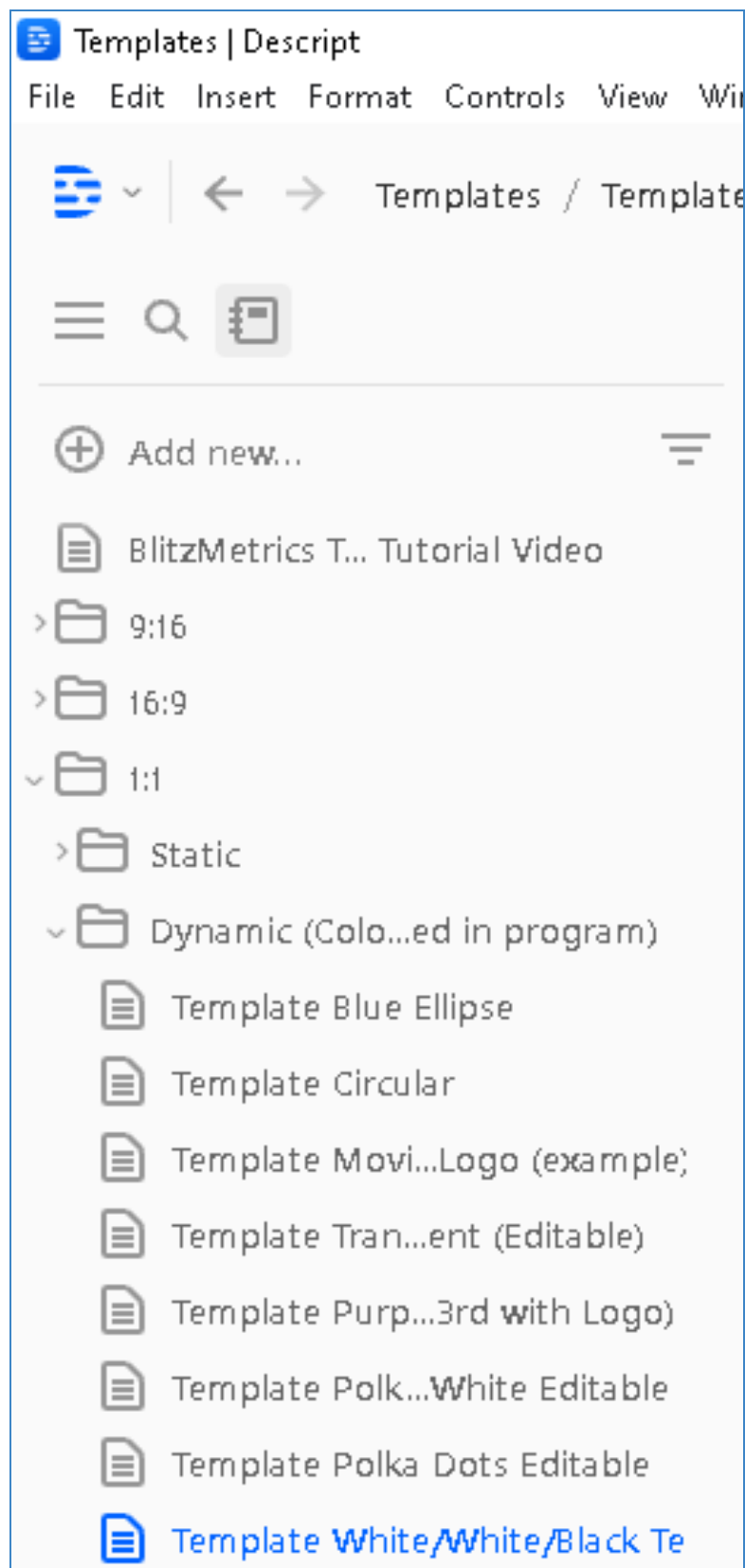
Reel, or Short.	
The edited video is for an Instagram post.	Choose either the 4:5 or 1:1 folder. Choose 4:5 by default.
The edited video is for a landing page.	Choose the 16:9 folder.
The edited video is for a YouTube standard video.	Choose the 16:9 folder.
The edited video is for a YouTube Short.	Choose the 9:16 folder.

If you are not able to view the sidebar, click the hamburger menu to make it appear.



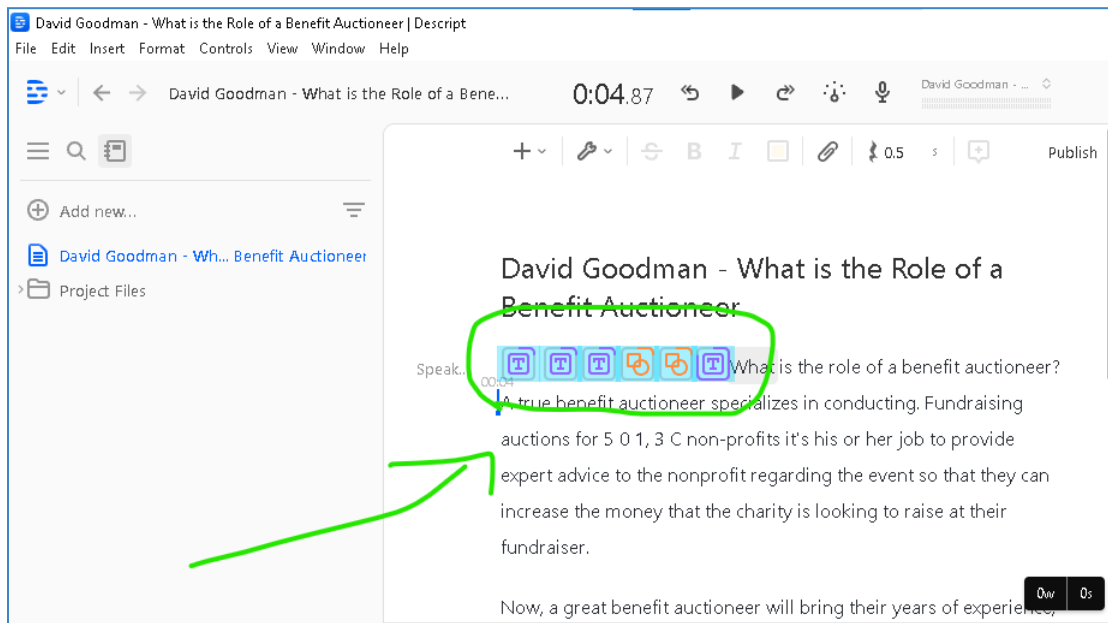
6.7. Click on any template within the folder.

For 1:1 videos, we recommend **Template White/White/Black Text**.

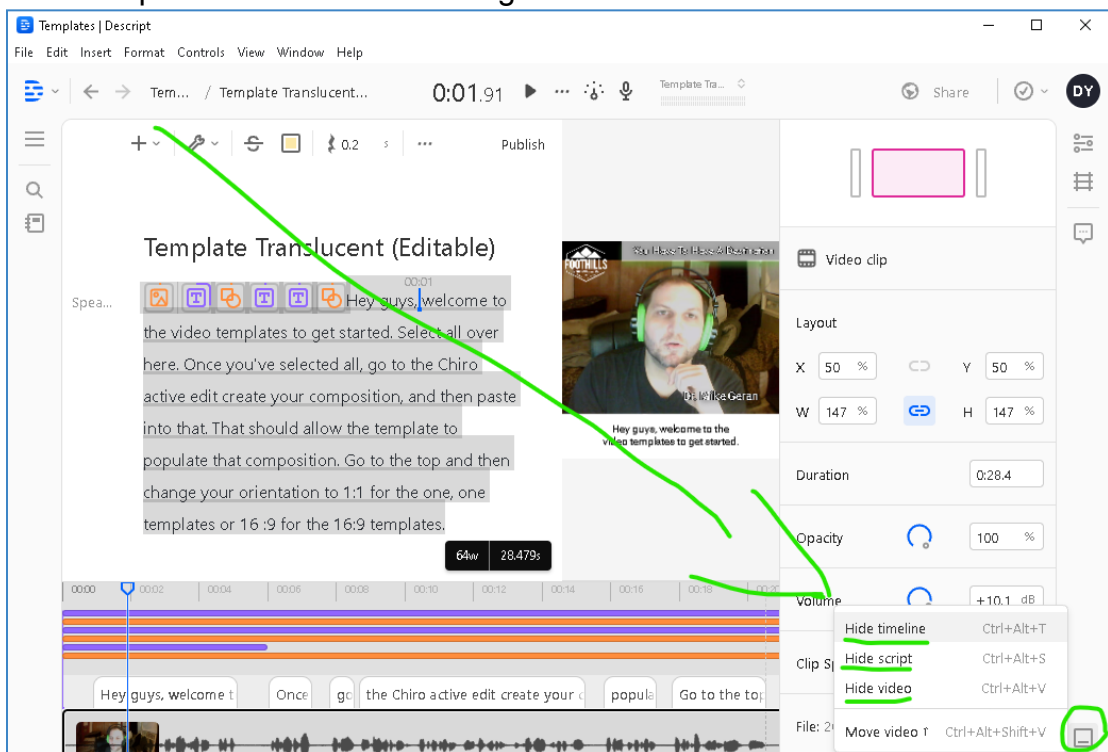




- 6.8. Highlight the objects in the template.  
Objects appear as square icons. Once you've highlighted them, a blue marker will cover the icons. Make sure you do not copy any of the text.



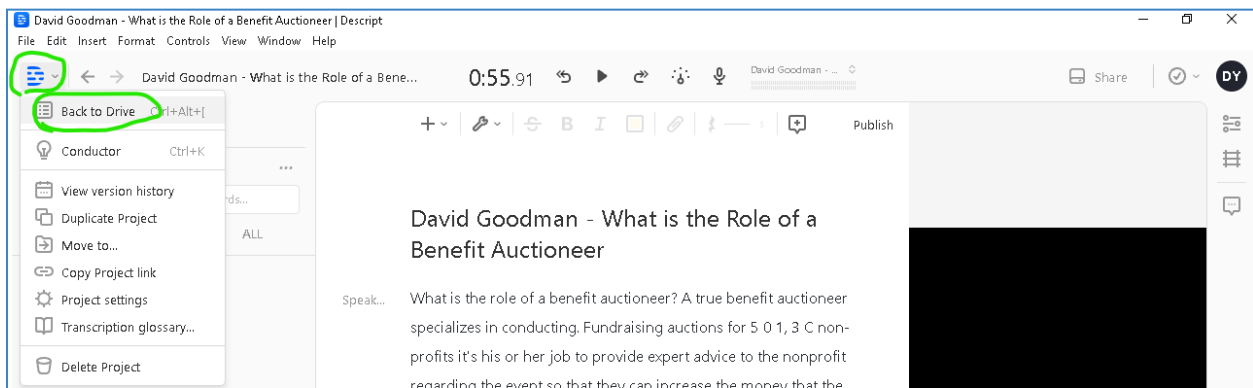
Tip: You can hide and unhide the script, timeline, and video workspaces by clicking on the workspace icon at the bottom right.



- 6.9. Copy what you highlighted by pressing CTRL+C on your keyboard. Press CMD+C if you are on macOS. Do not copy anything else to your clipboard before you paste the template.

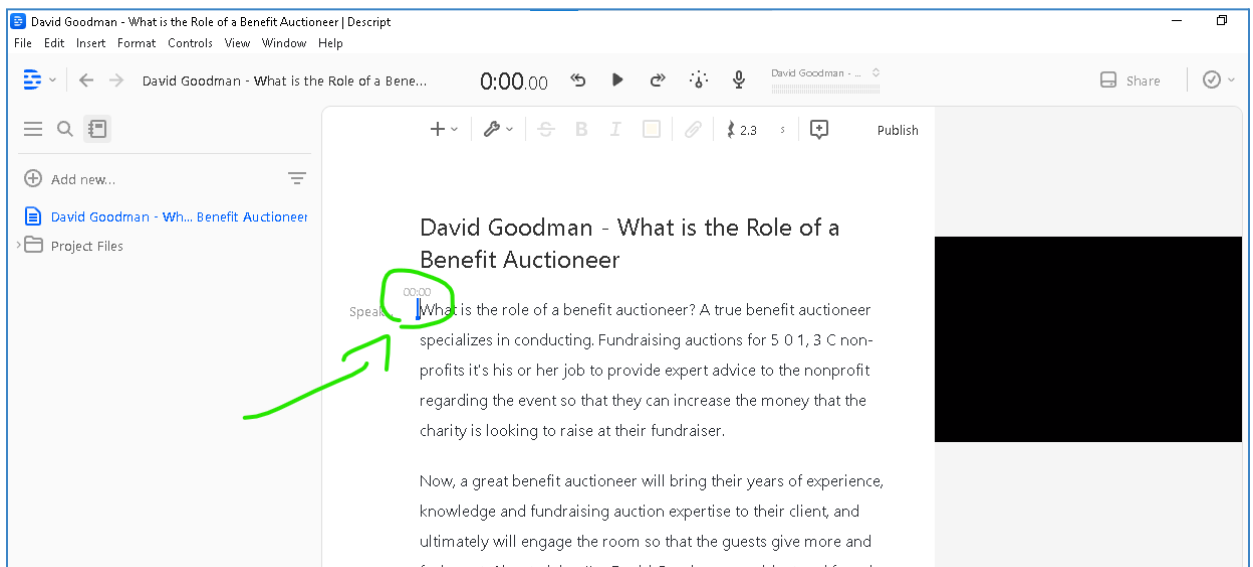
7. Paste the template in the New Project you created.

7.1. Click the Descript icon.



7.2. Click **Back to Drive**.

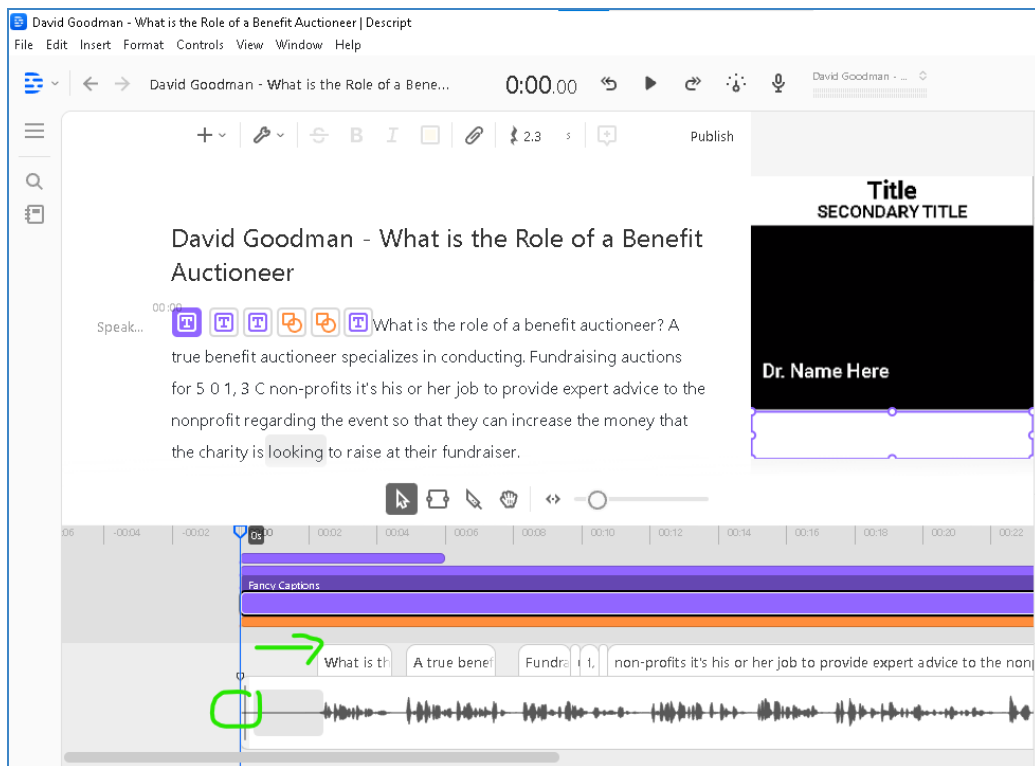
7.3. Click on the left side of the first word of the text in the Script workspace.



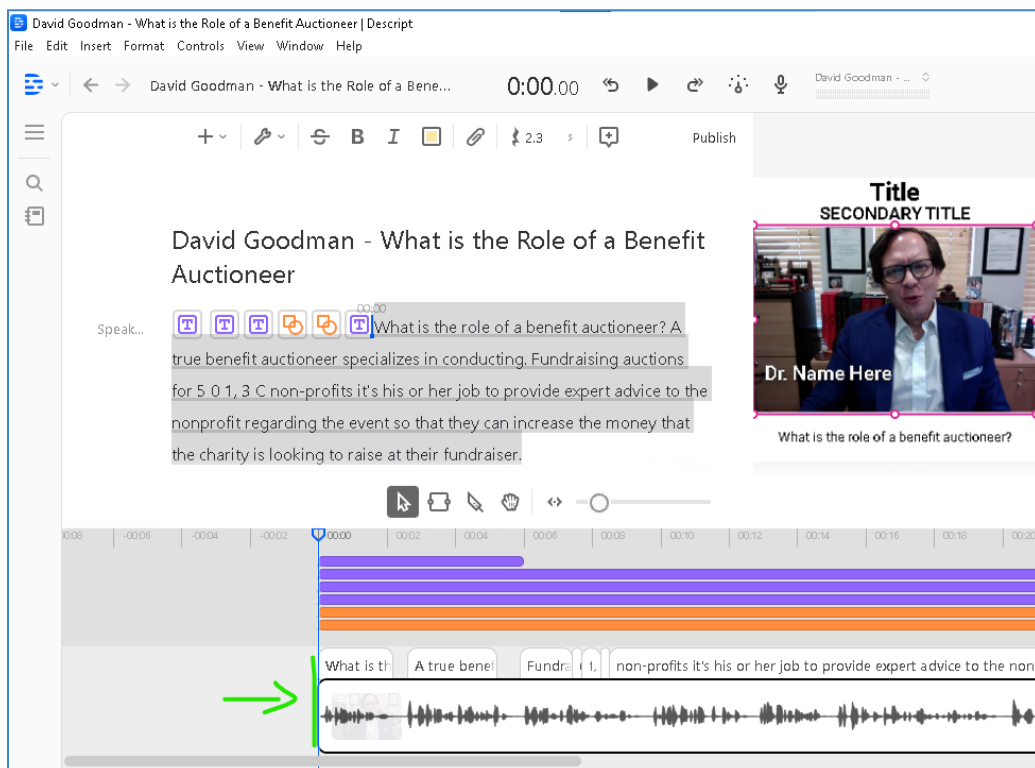
7.4. Press CTRL+V to paste the template. If you are on macOS, press CMD+V.

8. Drag the start of the timeline to the beginning of the transcription.

8.1. Click and hold the beginning of the timeline.

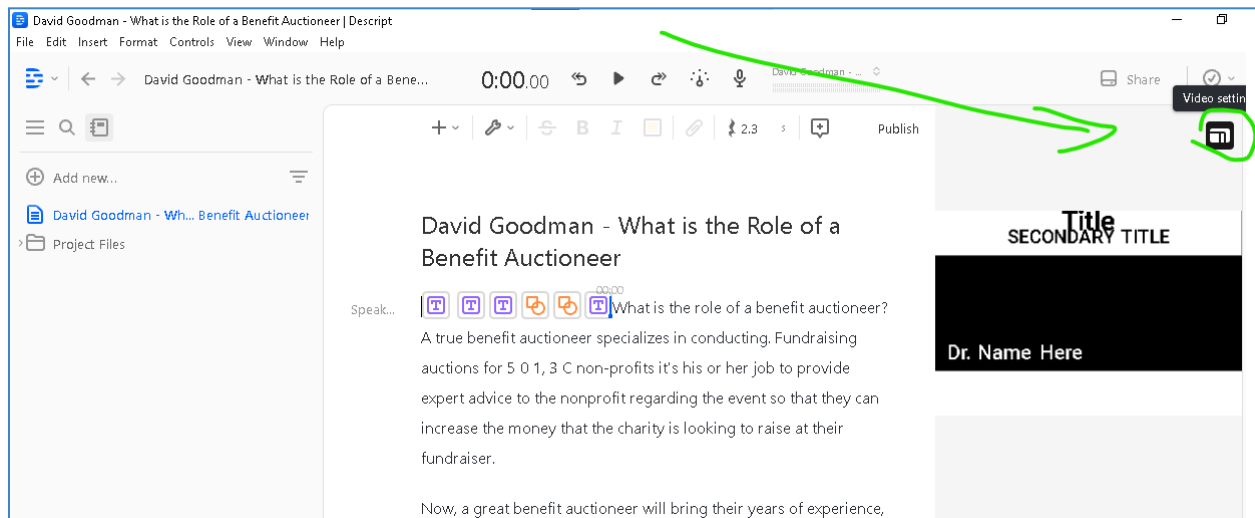


- 8.2. Drag the beginning of the video to the beginning of the transcription. The video at 0:00 will now start at the same time when the transcription starts.

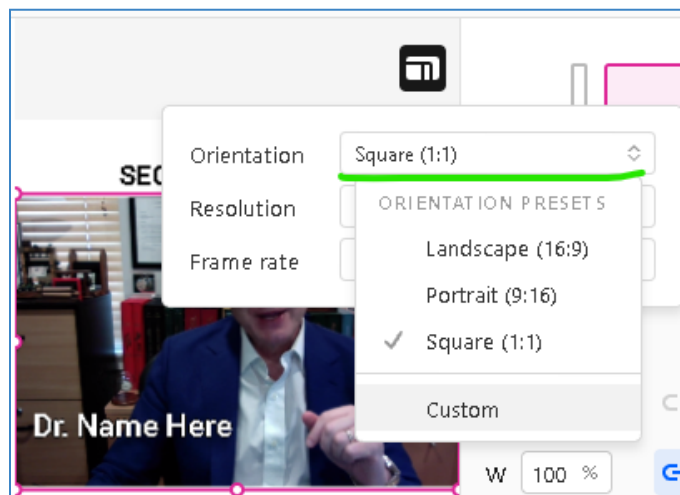


9. Change the **resolution**.

## 9.1. Click on Video Settings.



## 9.2. Click on the drop-down beside **Orientation**.



## 9.3. Choose the correct orientation. Click **Custom** for other ratios.

IF	THEN
The edited video is for a Facebook Story, Reel, or Short.	Choose the 9:16 folder.
The edited video is for a Facebook post.	Choose either the 4:5 or 1:1 folder. Choose 4:5 by default.
The edited video is for an Instagram Story, Reel, or Short.	Choose the 9:16 folder.
The edited video is for an Instagram post.	Choose either the 4:5 or 1:1 folder. Choose 4:5 by default.
The edited video is for a landing page.	Choose the 16:9 folder.

The edited video is for a YouTube standard video.	Choose the 16:9 folder.
The edited video is for a YouTube Short.	Choose the 9:16 folder.

9.4. Click on the drop-down beside **Resolution**.

9.5. Choose the correct resolution.

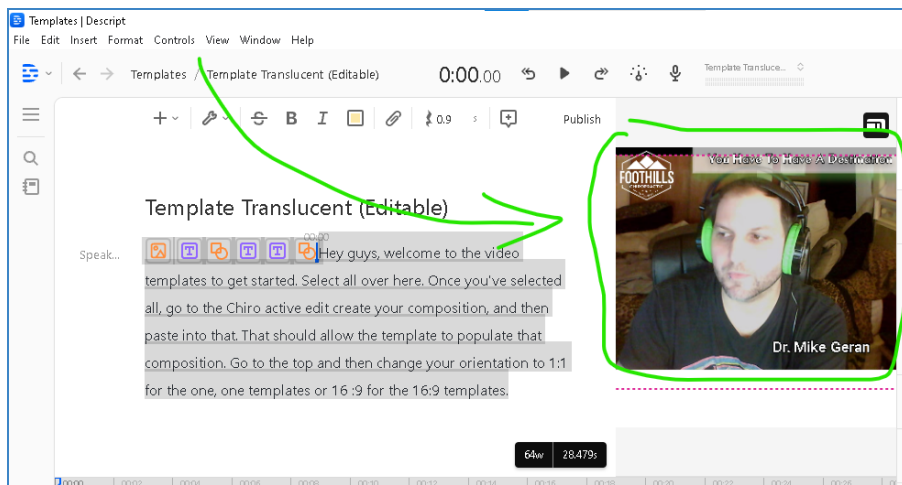
Click **Custom** for other ratios.

IF	THEN
The edited video is for a Facebook Story, Reel, or Short.	Choose 1080x1920.
The edited video is for a Facebook post.	Choose 1080x1350 or 1080x1080. Choose 1080x1350 by default.
The edited video is for an Instagram Story, Reel, or Short.	Choose 1080x1920.
The edited video is for an Instagram post.	Choose 1080x1350 or 1080x1080. Choose 1080x1350 by default.
The edited video is for a landing page.	Choose 1920x1080.
The edited video is for a YouTube standard video.	Choose 1920x1080.
The edited video is for a YouTube Short.	Choose 1080x1920.

10. Scale the video.

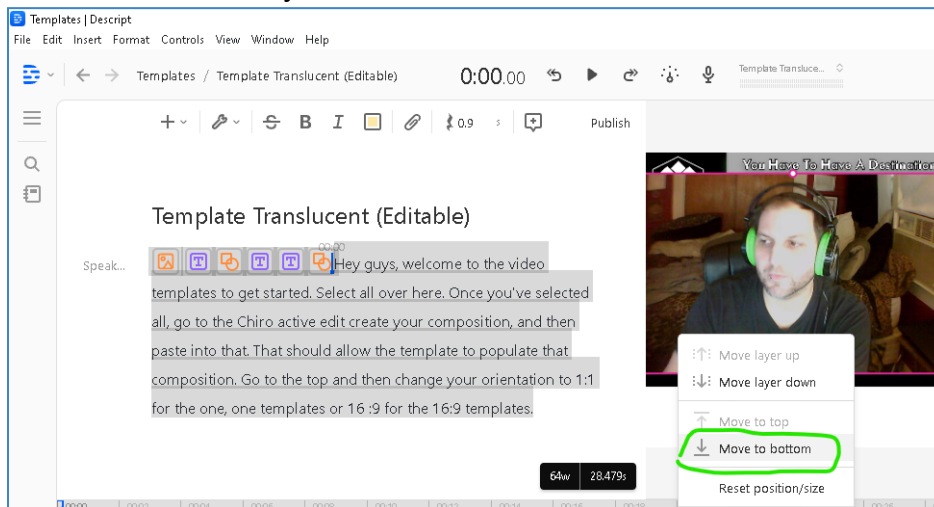
10.1. Click on the video in the video workspace.

1.1.

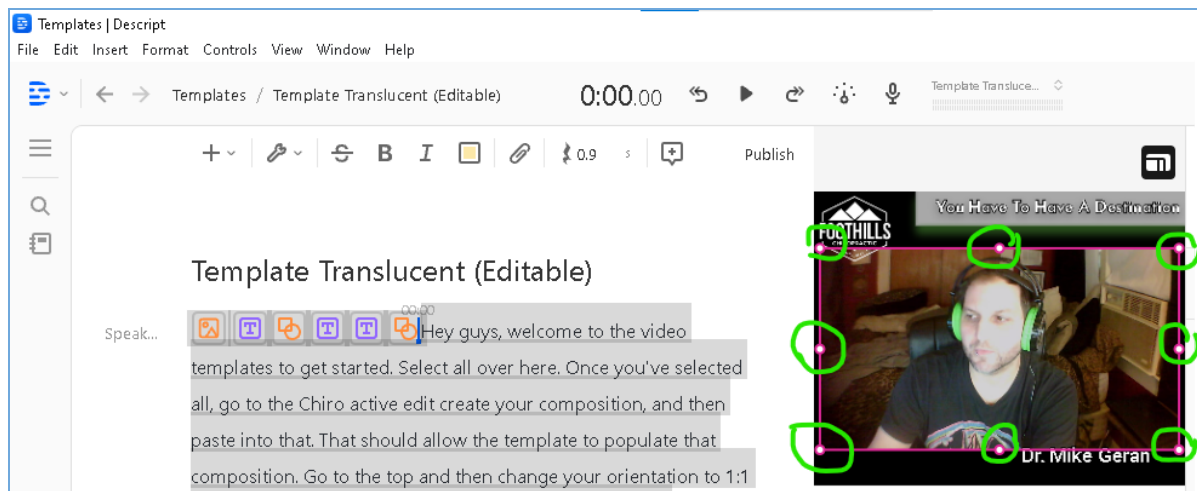


- 1.2. Right-click the video rectangle.
- 1.3. Click **Move to bottom**.

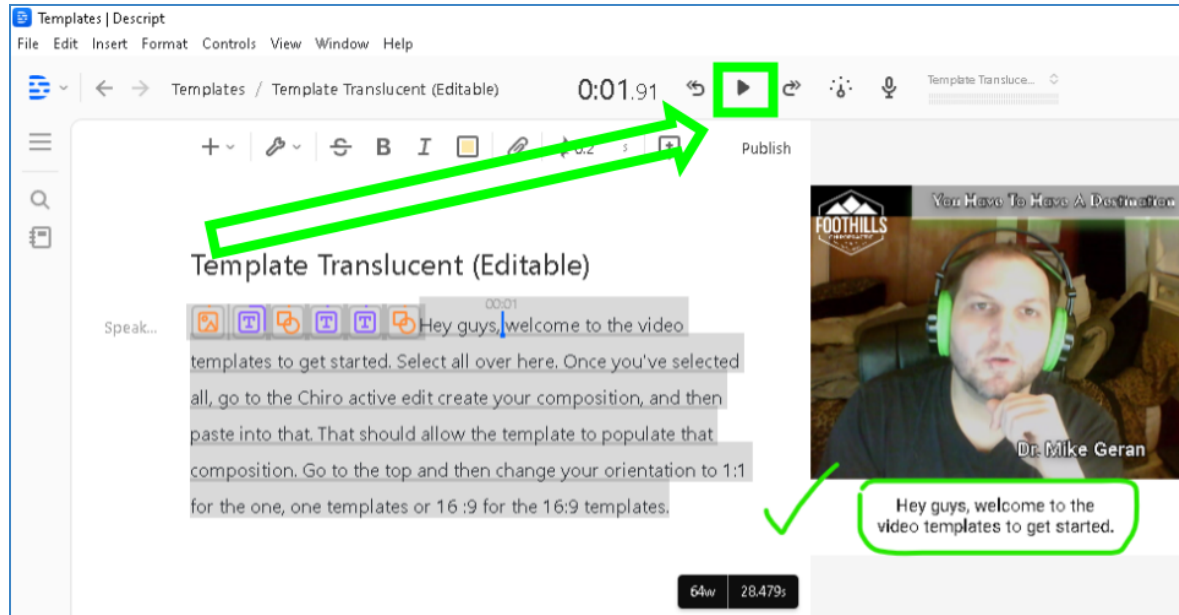
Moving the video rectangle to the bottom will place the video at the back of all other objects, such as the lower thirds and the banners. If you cannot click 'Move to bottom' or if it is grayed out, that means the video is already at the bottom.



- 1.4. Click and hold the video to drag it to the center.
- 1.5. You can change the video size by clicking and holding the circles at the edge of the video rectangle if required.



- 1.6. Play a few seconds of the project to preview what the video will look like. Resize and move the video rectangle as you see fit.

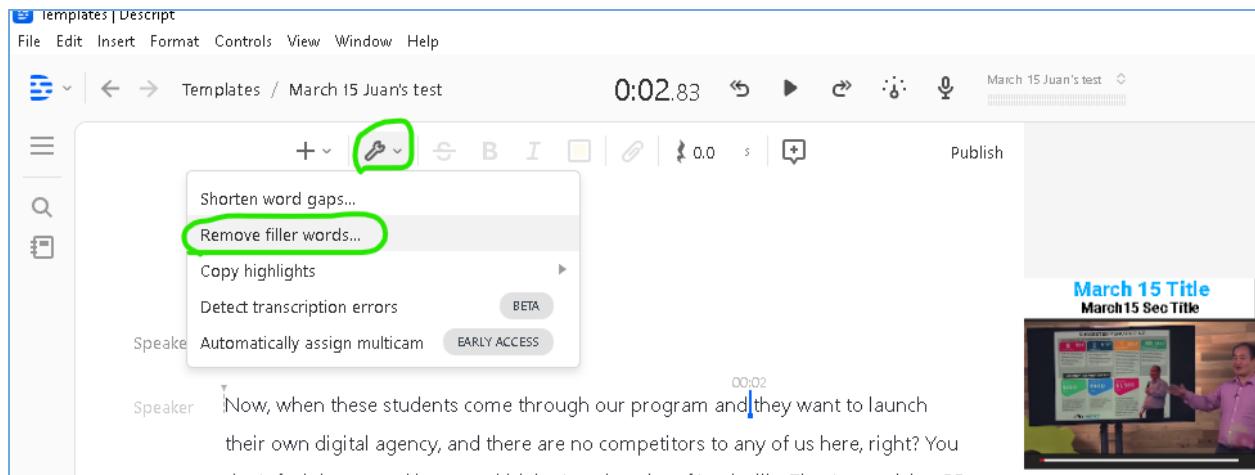


2. Remove filler words.

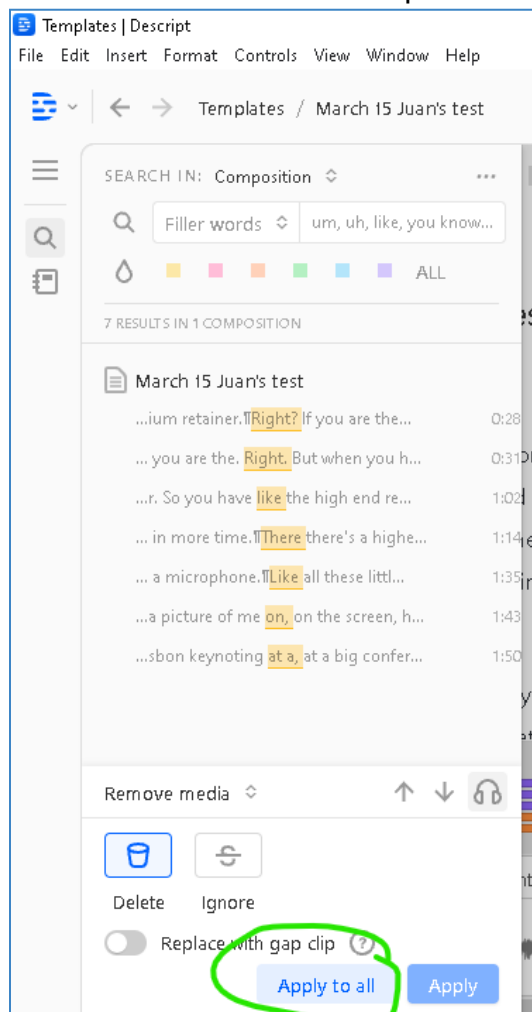
We want to make the speaker look and sound professional so remove speech disfluencies, and utterances such as "huh", "uh", "erm", "um", "well", and "hmm" such as "ums" and "uhs." If you cannot click **Remove filler words...**, or if it is grayed out, that means Descript has not detected any filler words, or there are no filler words. If it is unclickable, you can skip this step.

- 2.1. Click the wrench icon.

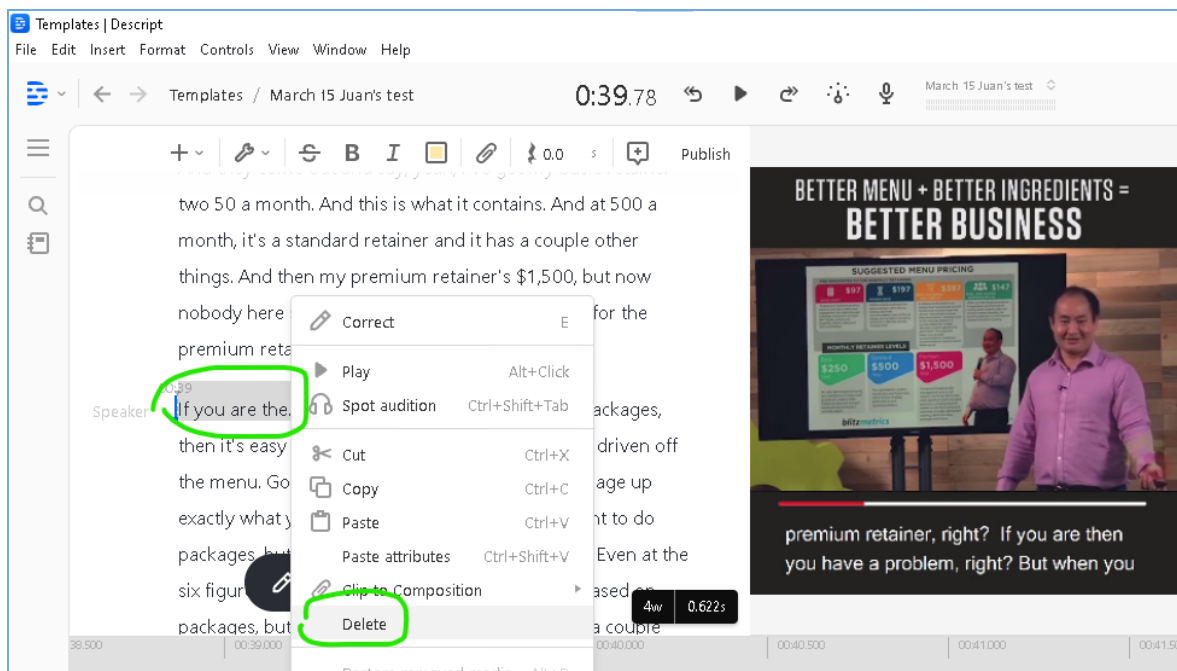




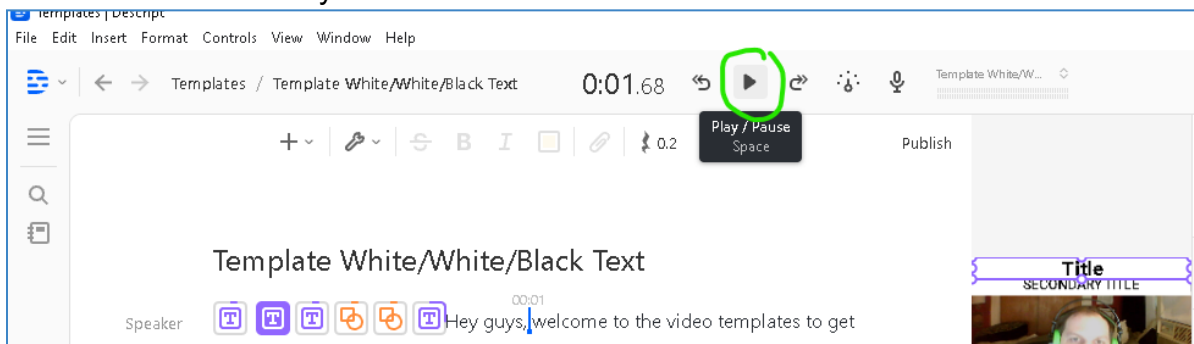
- 2.2. Click **Remove filler words....**
- 2.3. Click **Apply to all.**
- 2.4. Wait for Descript to finish editing.



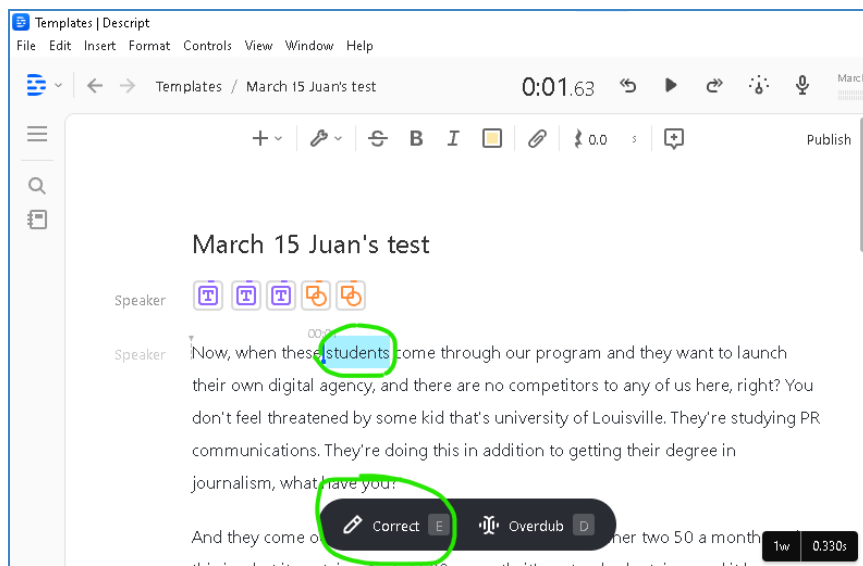
3. Remove unnecessary chatter, scenes, and dead air.
  - 3.1. Click and highlight the text that contains unnecessary chatter, scenes, and dead air.



- 3.2. Press backspace. Descript will delete the text, transcription, and footage.
4. Correct misspelled or mismatched words.  
Descript's automatic AI transcription is not 100% accurate, so you must manually verify if it is correct.
  - 4.1. Place your cursor at the beginning of the first word of the script workspace.
  - 4.2. Click Play.

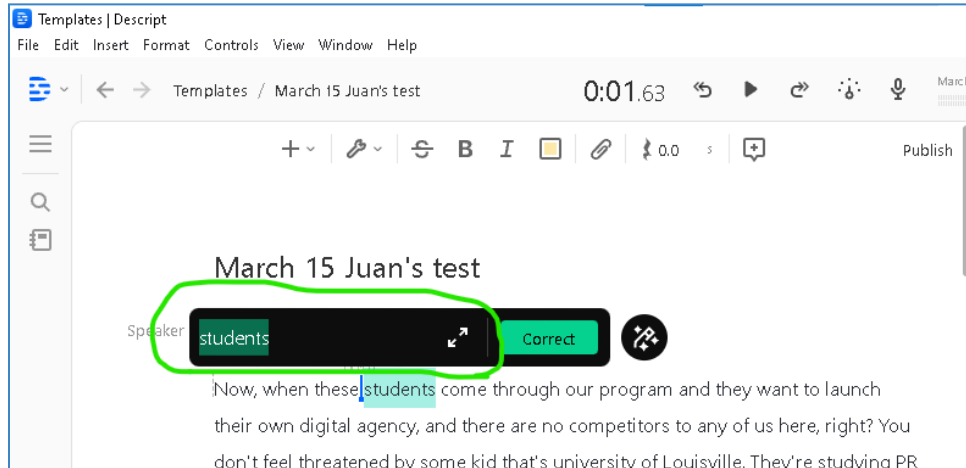


- 4.3. Watch the video.
- 4.4. IF there is a word you need to correct, THEN highlight the word or phrase.



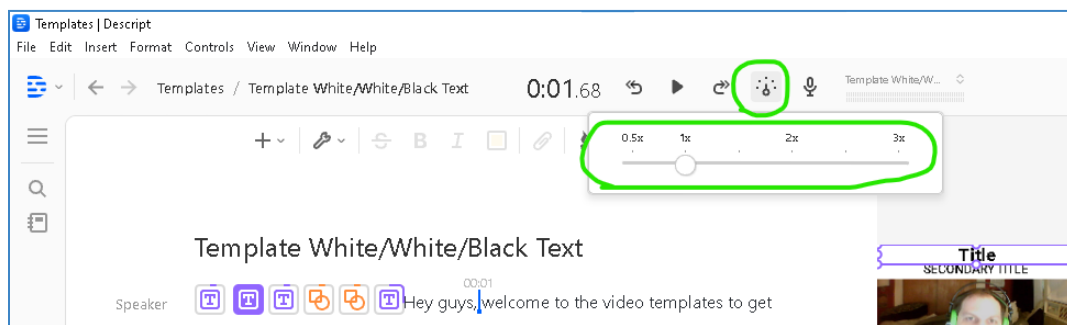
4.5. Press E on your keyboard.

4.6. Type the correct word in the black box.



4.7. Click **Correct**.

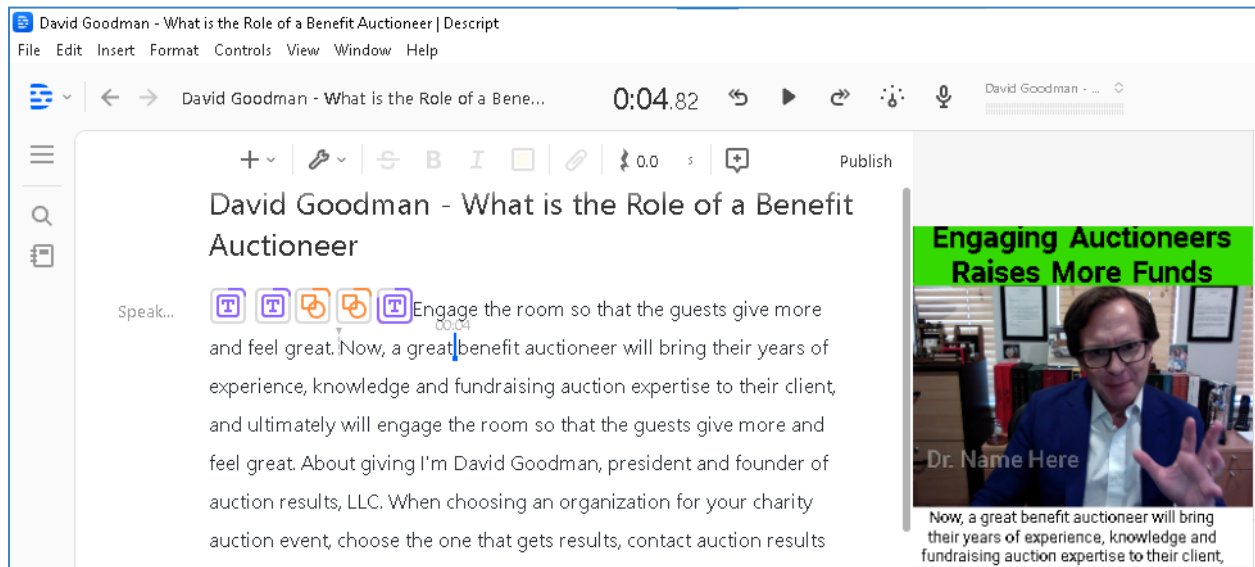
Tip: You may change the playback speed of the video by clicking the playback speed icon.



5. Break down the captions into no more than two lines.

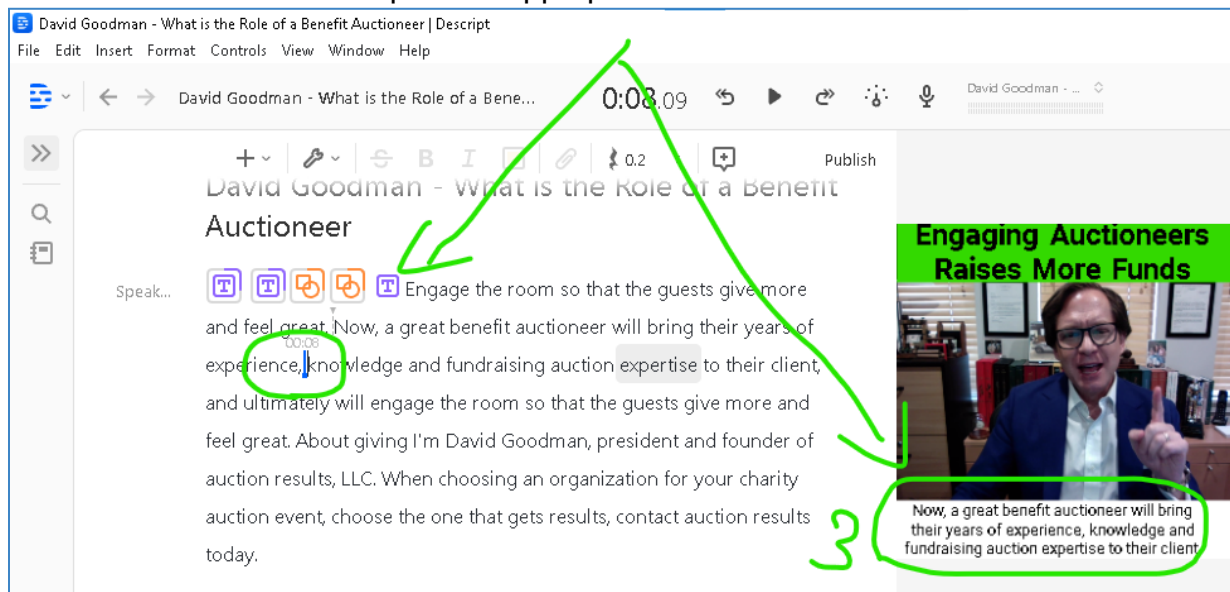
Sometimes Descript will automatically create three rows of text for the captions of a video like the image below. To remedy this, you'll have to watch the

entire video and press Enter at an appropriate location to break the text into fewer rows.

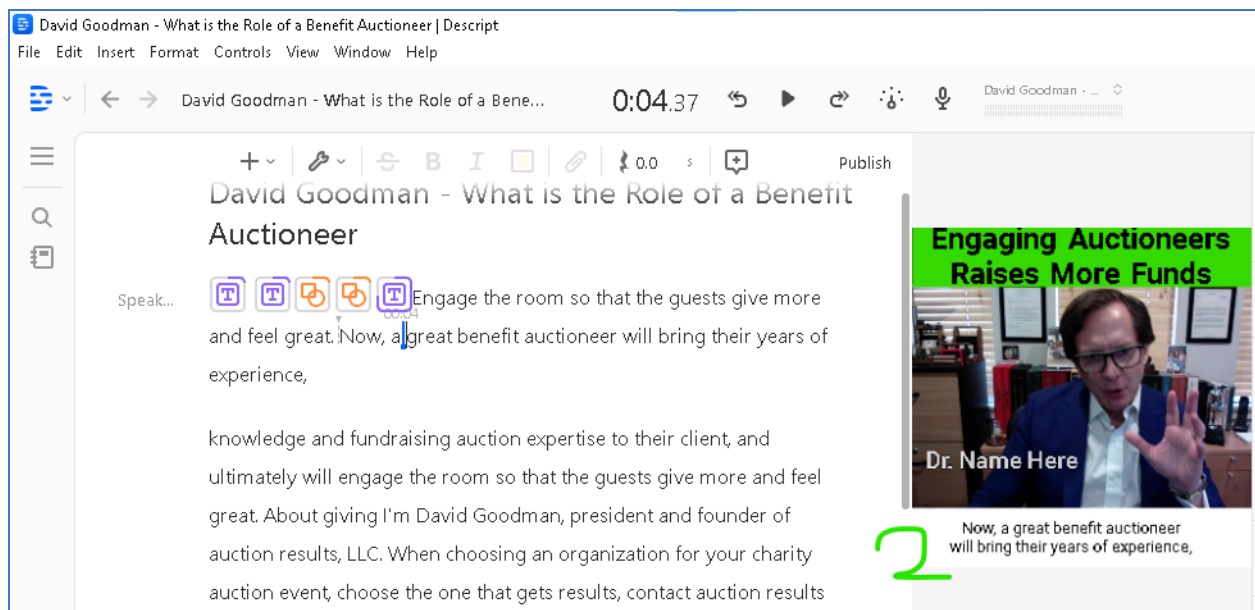


5.1. Play the video.

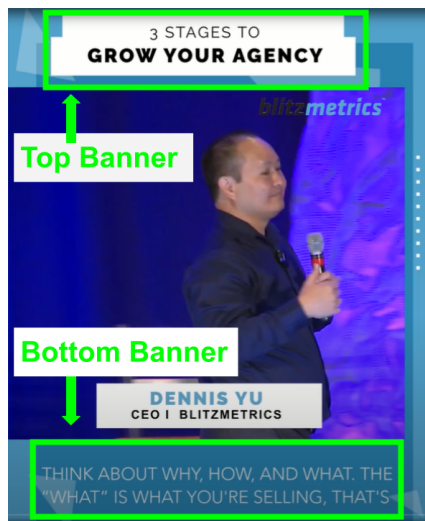
5.2. Whenever you see captions having three or more rows, place your cursor within the script at an appropriate location.



5.3. Press Enter to break the text such that fewer words appear in the subtitles.

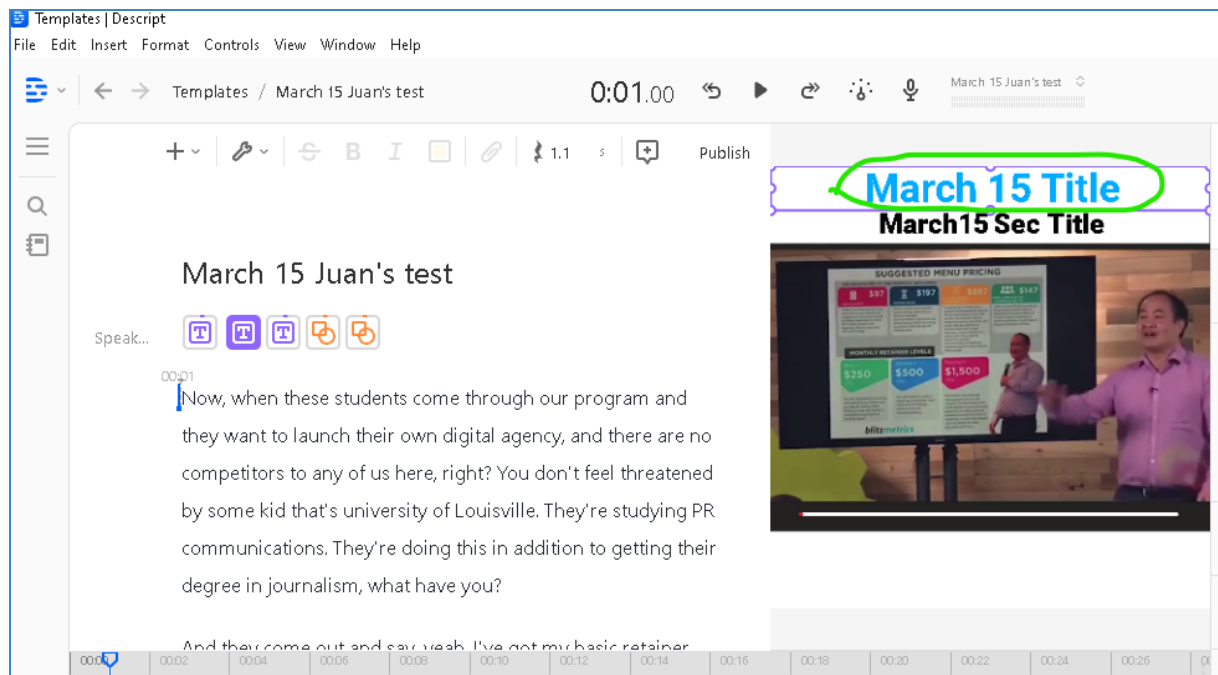


- 5.4. Continue this process until you have watched the entire video.
6. Modify the top banner of the video.  
Banners are the collective term for the rectangular shapes above and beneath the video. There is a top and a bottom banner.

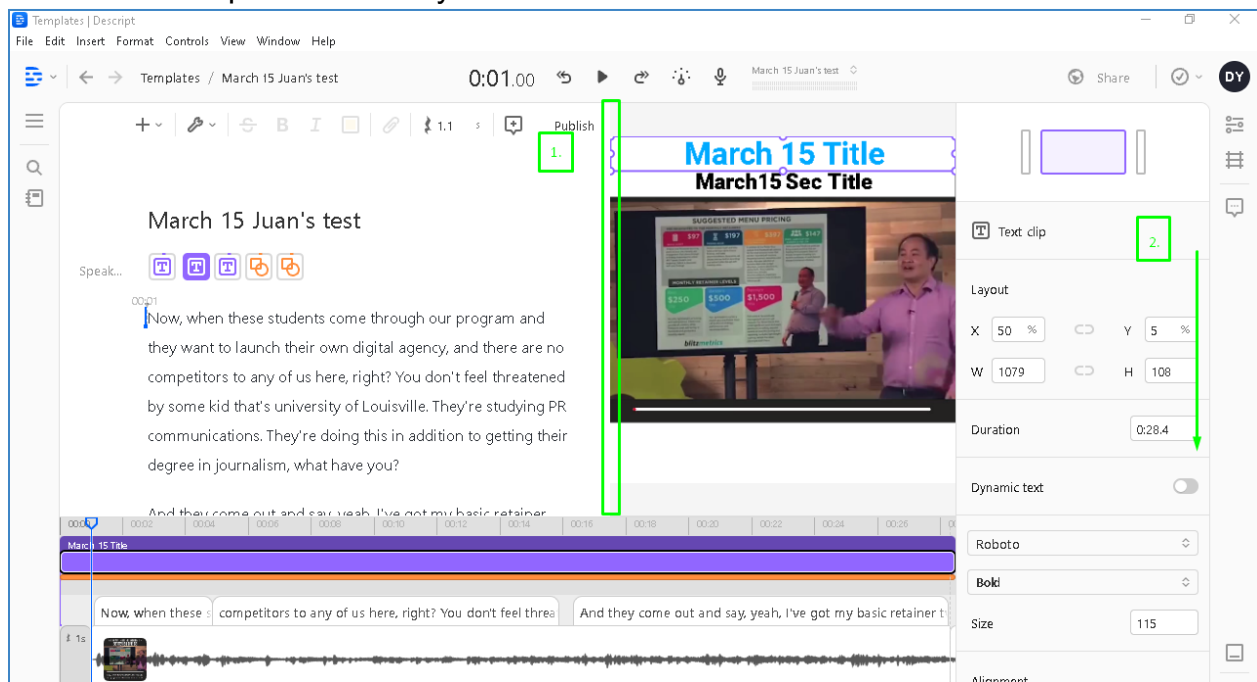


[3 stages to grow your agency\\_4X5\\_3 stages to grow your agency\\_v1\\_011120 \(1:47\)](#)

- 6.1. Figure out a title text for the video by understanding the essence and Goals, Content, and Targeting.. It should be a compelling title that matches the video.
- 6.2. Double-click the top banner.



You may click on the edge of the workspace (shown in #1 in the screenshot below) to change the size of the video workspace and scroll down the format panel (shown in #2) to reach more options to modify the video format.

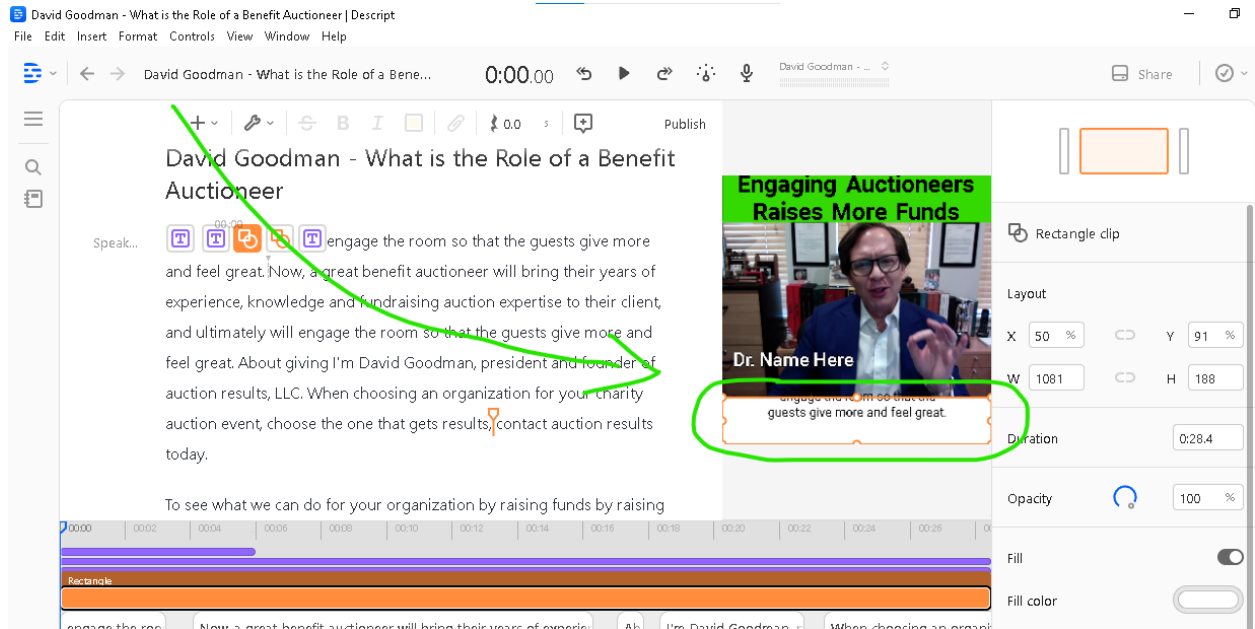


- 6.3. Change the text of the top banner to a compelling title.
- 6.4. Double-click the rectangle behind the text.
- 6.5. Click the oblong beside **Fill color**.
- 6.6. Choose the color for the background of the top banner to match the client's branding colors.

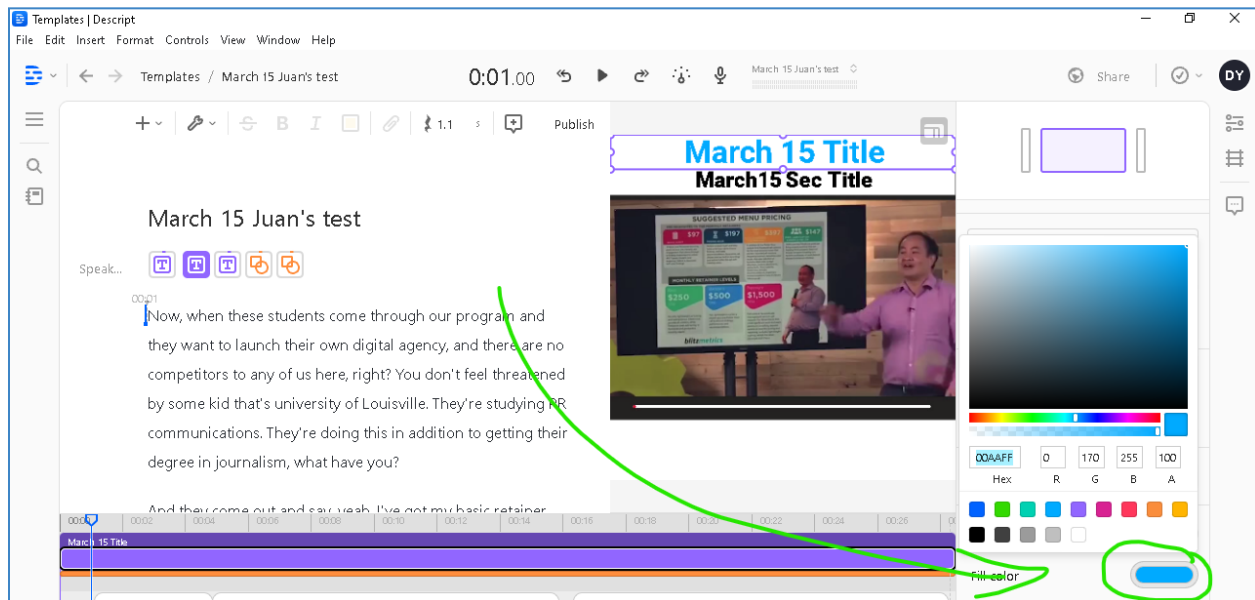
7. Modify the bottom banner of the video.

7.1. Double-click the rectangle of the bottom banner.

Make sure you do not click the text box. You can move the text box temporarily so you can select the bottom banner, then bring it back to its original location.



7.2. Click the oblong beside Fill color.

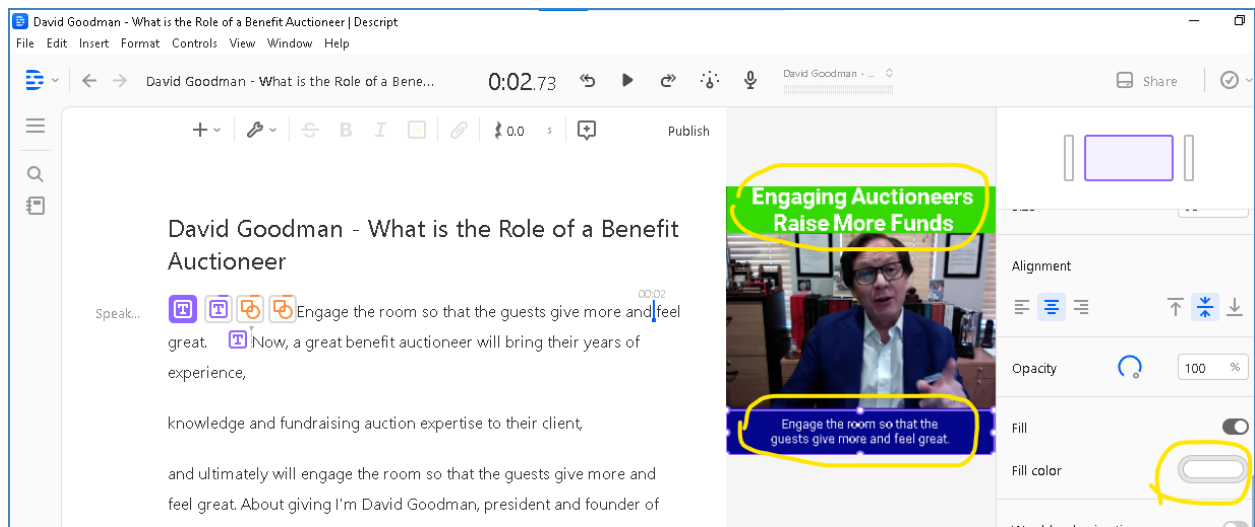


7.3. Choose the color for the background of the top banner to match the client's branding colors.

8. Change the font color of the text in the bottom or top banner to white, black, or any contrasting color.

8.1. Click either the top or bottom banner.

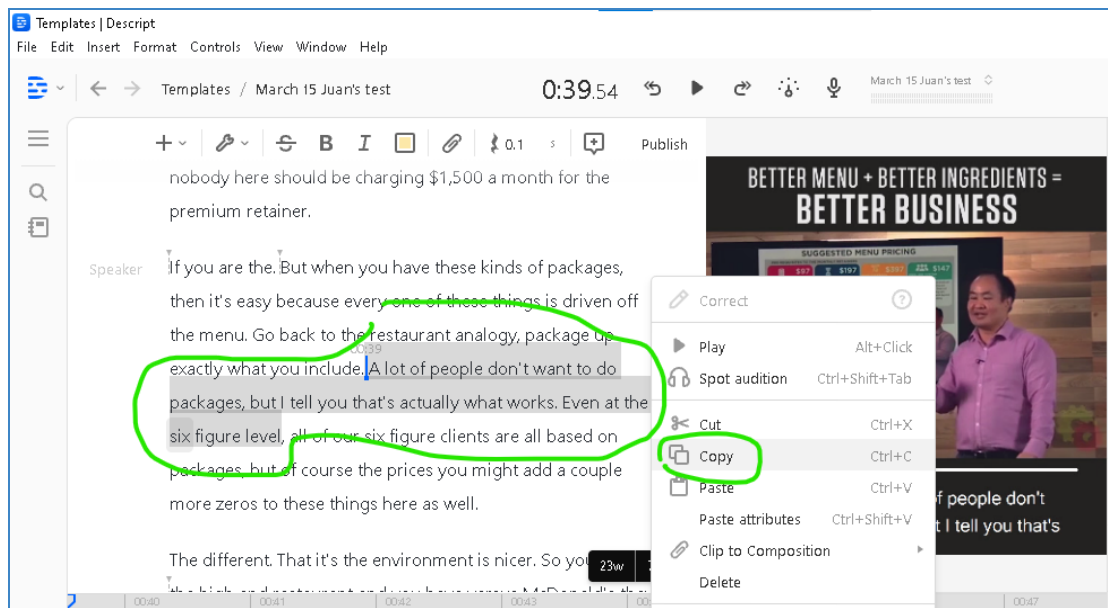




- 8.2. Click **Fill color**.
- 8.3. Choose an appropriate contrasting color.
9. Start with a 3-5 sec Hook.
  - 9.1. Identify the text of the 3-5 sec hook from the video from the transcription within the Descript application.
    - ✓ The hook captures the viewer's attention and is interesting.
    - ✓ The hook has no lower thirds.
    - ✓ The hook has no video bumper.
    - ✓ The hook has no footage of the speaker saying their name.

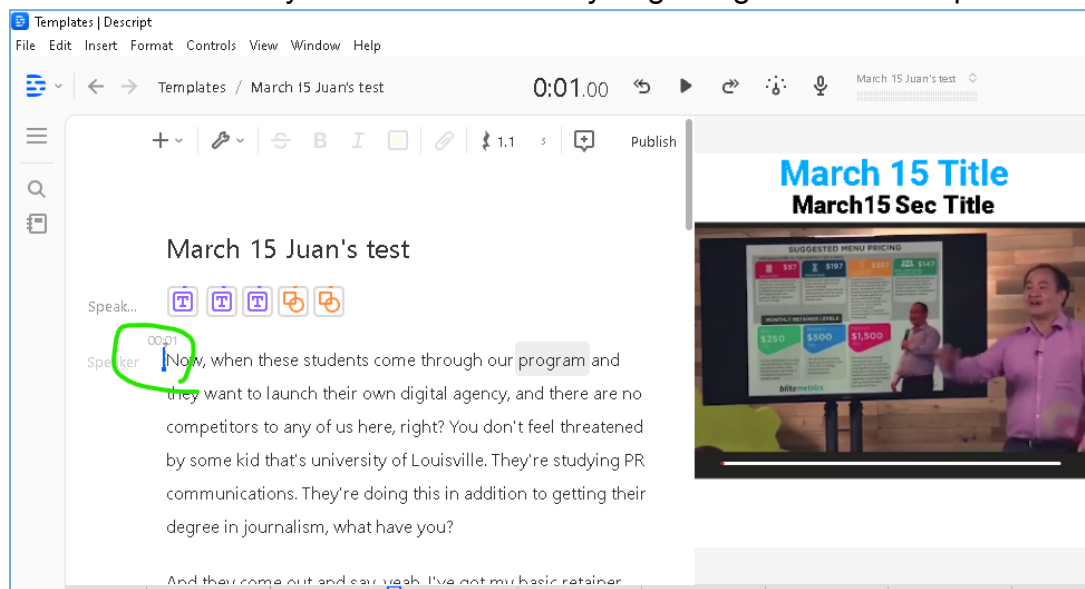
IF the hook is at the very beginning of the RAW Video.	THEN skip this step and go to the next step.
IF the hook is not at the very beginning of the RAW Video,	THEN continue with this step.

- 9.2. Highlight the text of the hook by dragging your cursor over a part of the transcription.

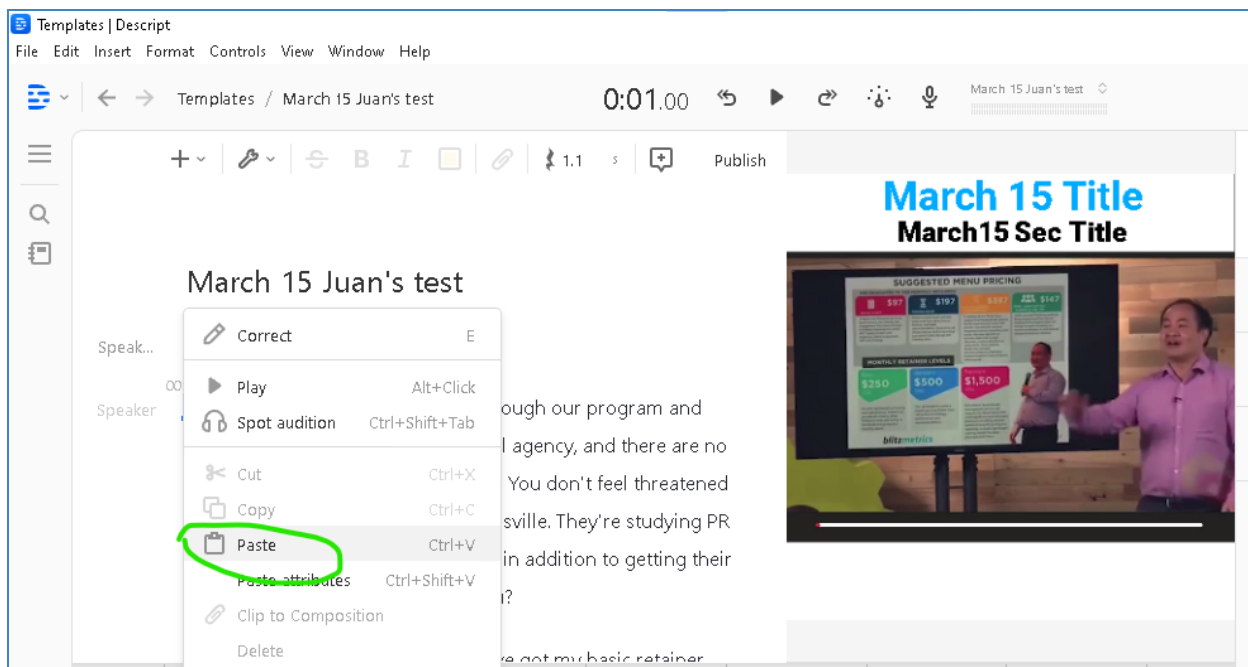


9.3. Right-click the highlighted text, and click **Copy**.

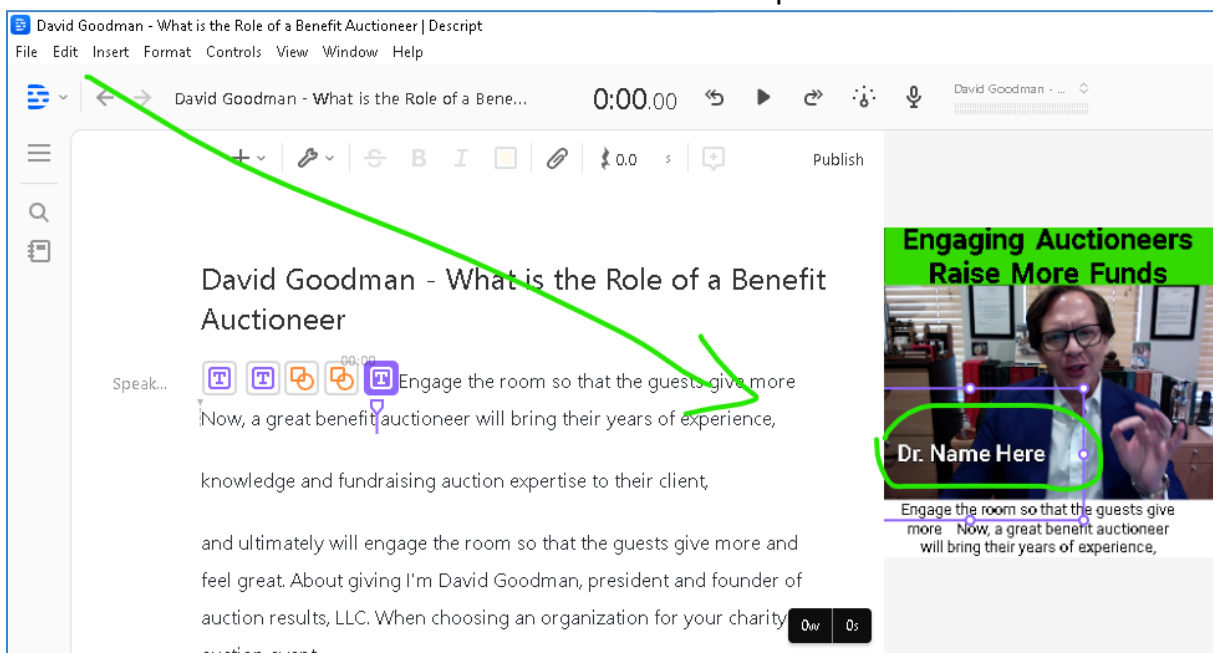
9.4. Place your cursor at the very beginning of the transcription.



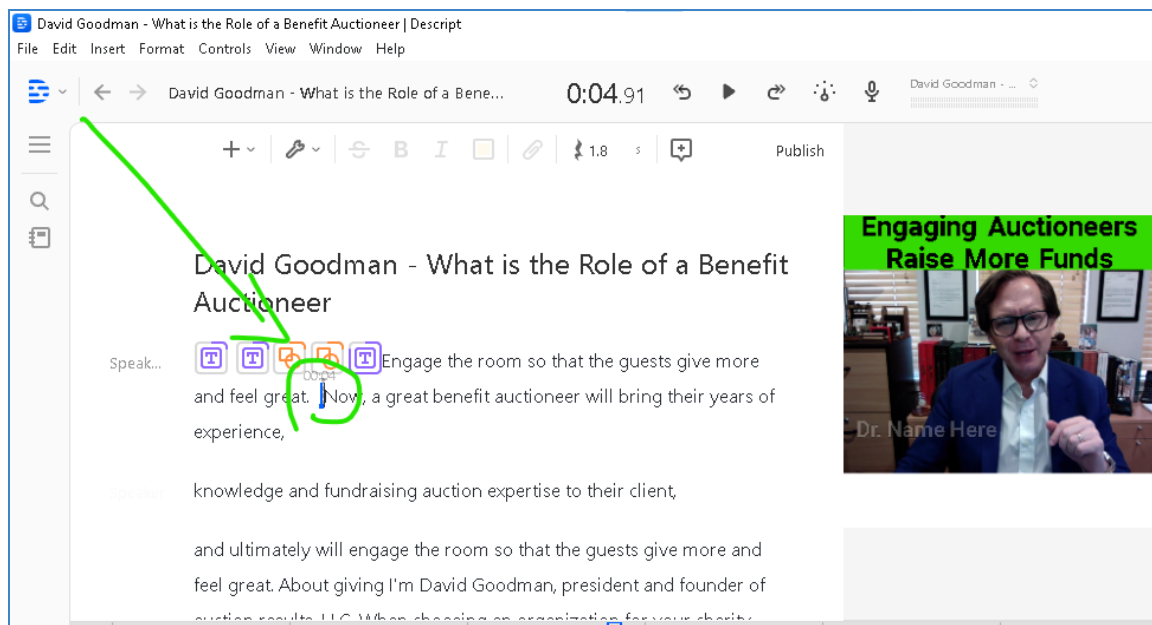
9.5. Right-click on the cursor and click **Paste**. The video will now start with the hook at 0:00.



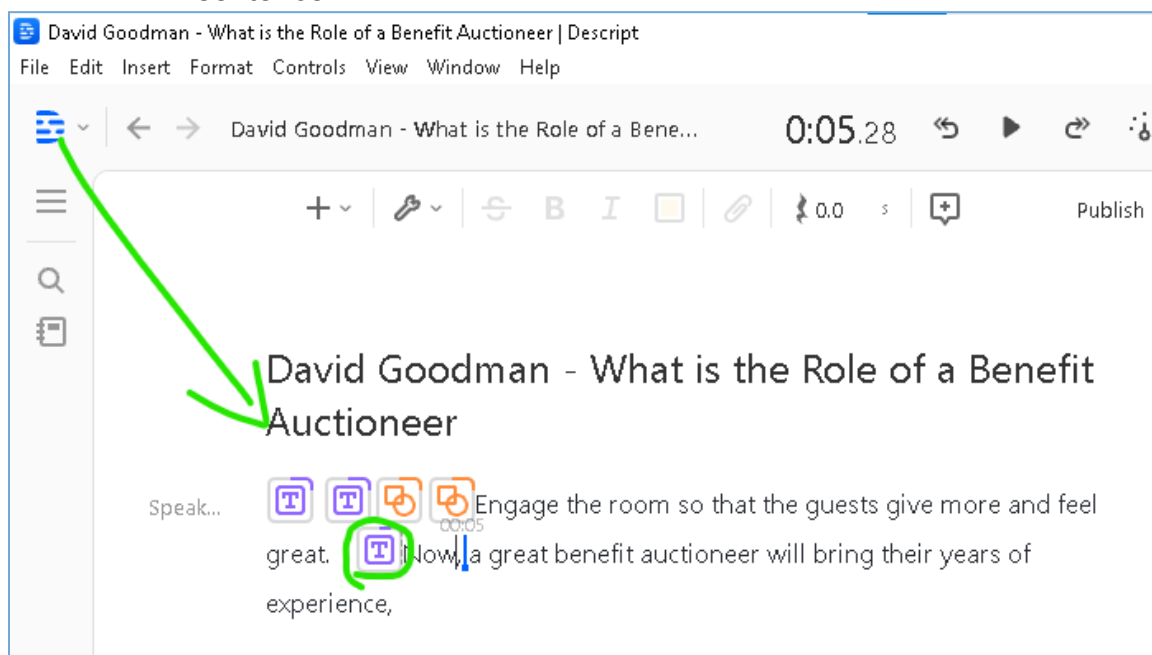
10. Move the lower-thirds template to right after the hook.
- 10.1. Select the lower-thirds in the video workspace.



- 10.2. Cut the lower-thirds template by pressing CTRL+X. Press CMD+X if you are on macOS.
- 10.3. In the Descript workspace, place your cursor right after the hook.



- 10.4. Paste the lower-thirds template by pressing CTRL+V. Press CMD+V if you are on macOS. A square will appear between the hook and the next sentence.



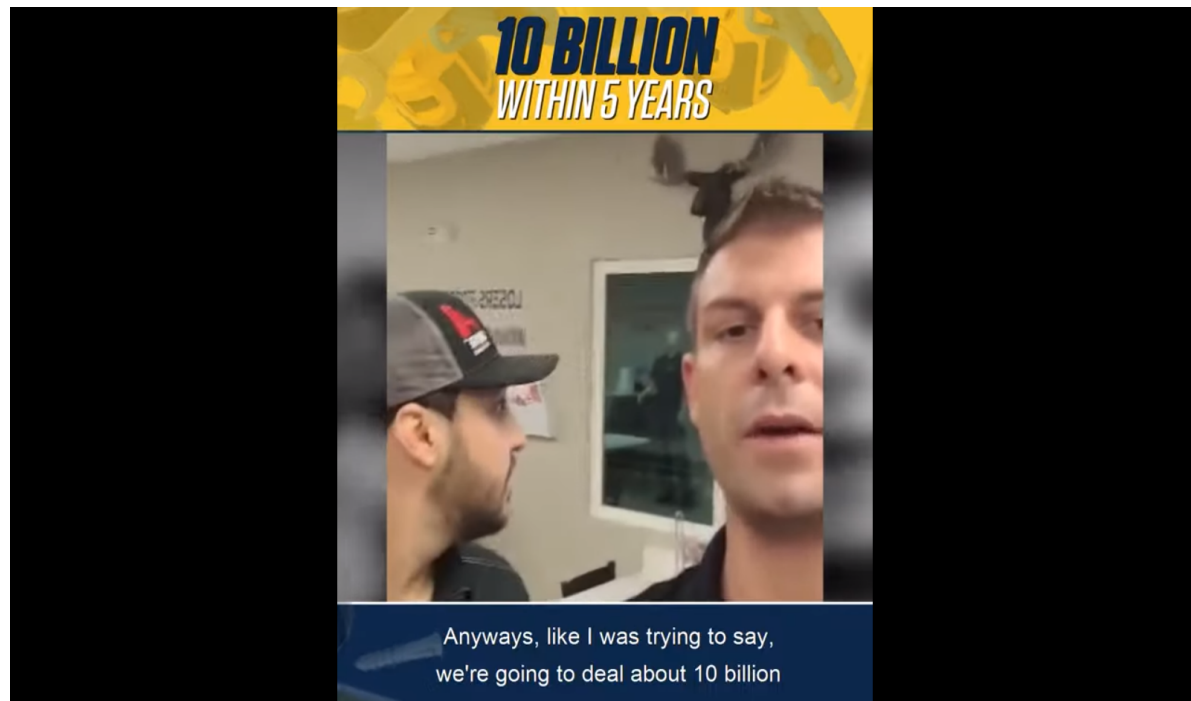
11. Add a 2-second gap clip OBB (Opening Break Bumper) between the hook and the main video.

Example *with* OBB (OBB starts at 0:06 and ends at 0:07)



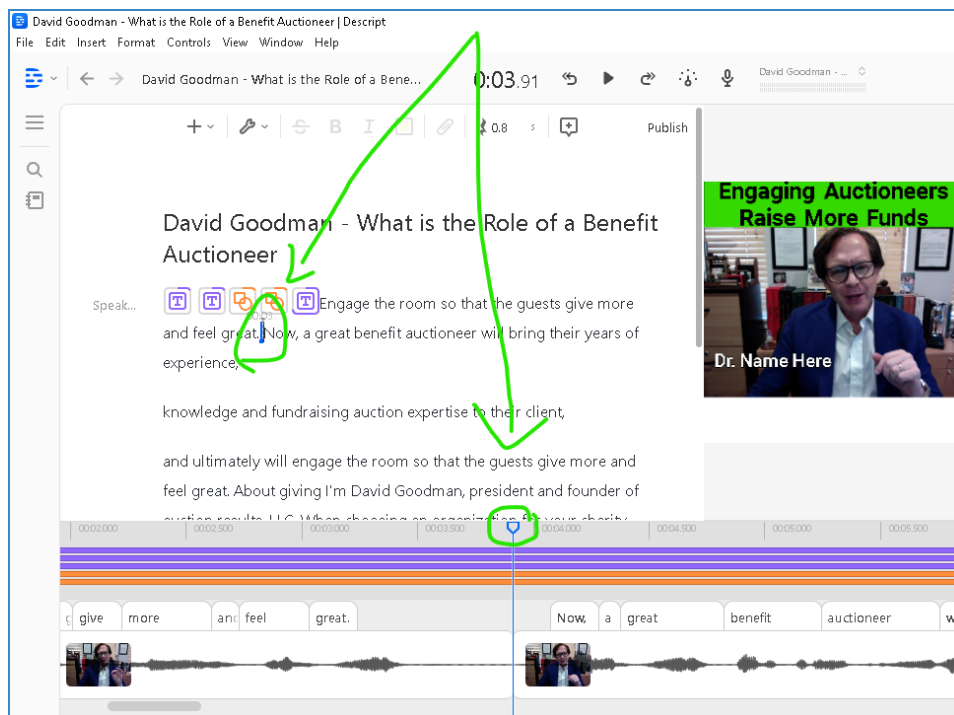
## [Have a Clear Strategy Why You're Making a Video\\_V1\\_4x5\\_2020-09-09](#)

Example *without* OBB:

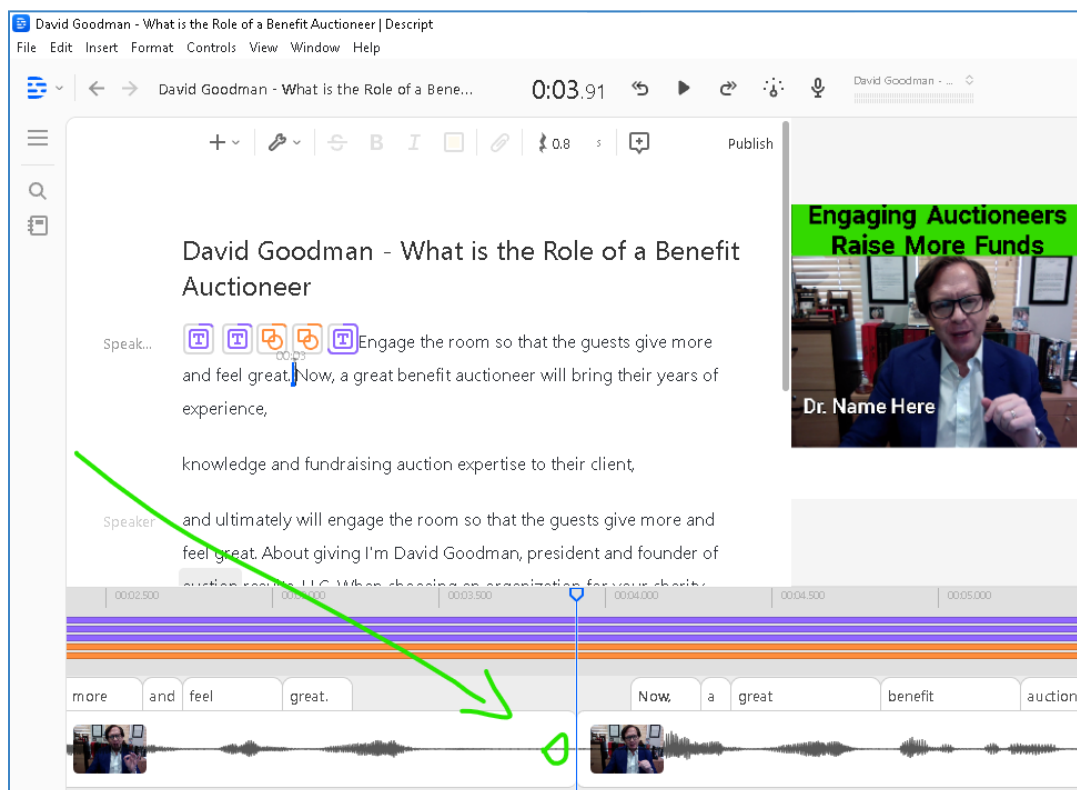


## [Tom mello 2 with captions](#)

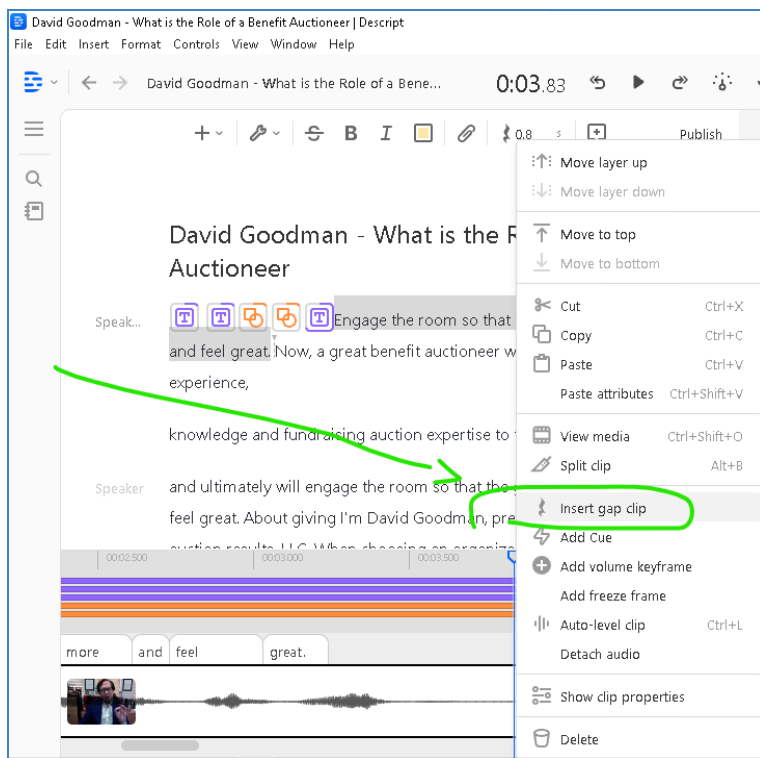
- 11.1. In the script workspace, place your cursor at the end of the hook. A blue vertical line will appear in the timeline workspace.



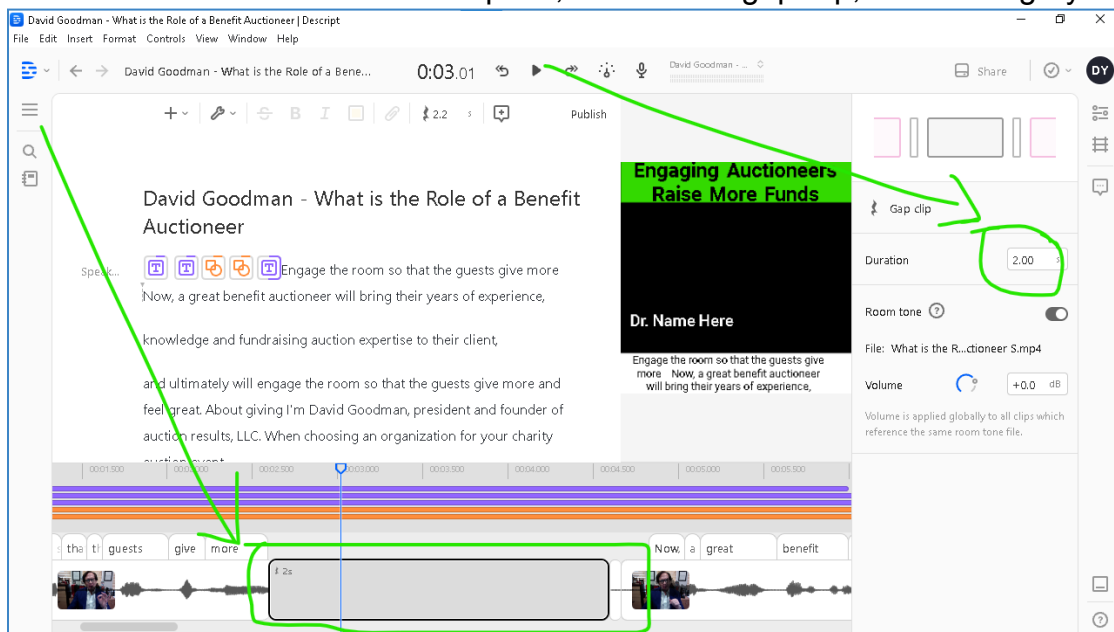
11.2. In the timeline workspace, right-click the hook to the left of the blue vertical line.



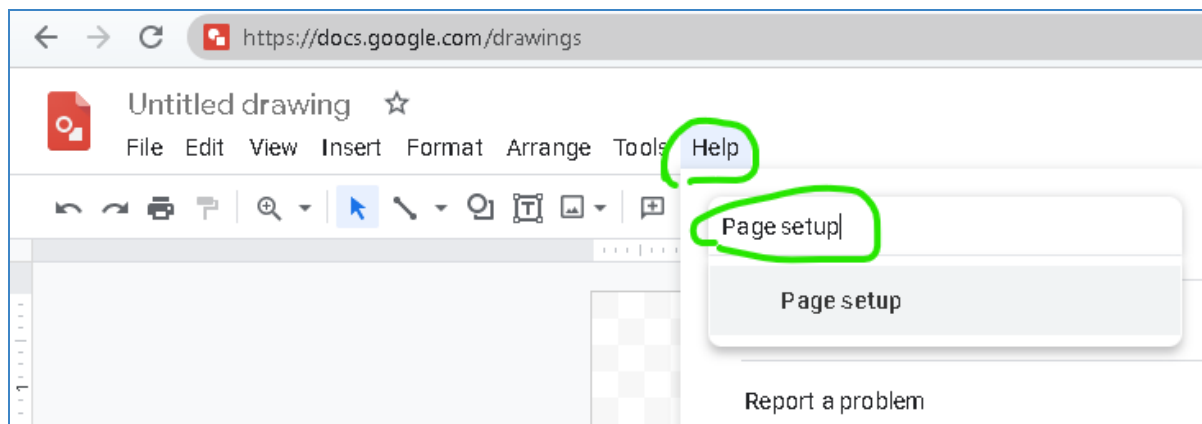
11.3. In the list of options that appear, click **Insert gap clip**.



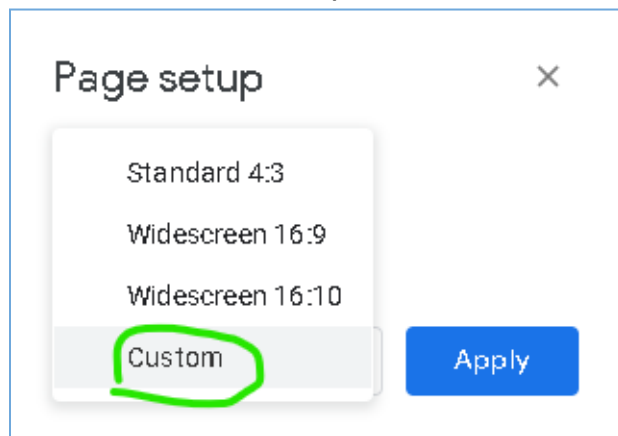
11.4. In the timeline workspace, click on the gap clip, which is a gray rectangle.



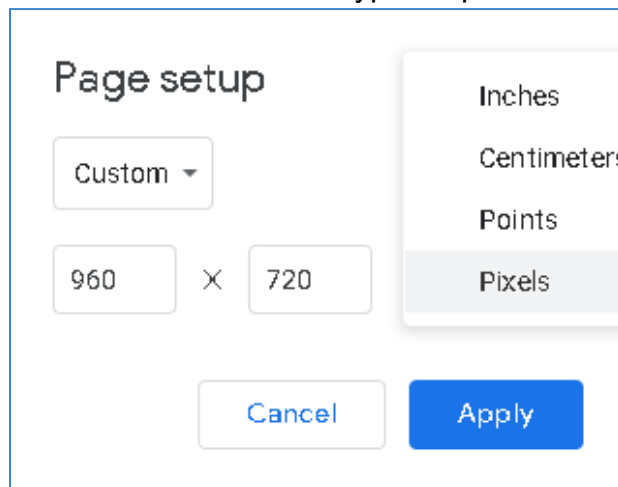
- 11.5. In the clip properties, in the right panel, change the **Duration** to 2.00.
12. Create a background image for the OBB.
  - 12.1. Go to [docs.google.com/drawings](https://docs.google.com/drawings).
  - 12.2. Rename the file as "Background image for [video name]," e.g., "Background image for What is the Role of a Benefit Auctioneer."
  - 12.3. Click **Help**.



- 12.4. Type **Page Setup**.
- 12.5. Click **Page Setup**.
- 12.6. In the dropdown menu, select **Custom**.

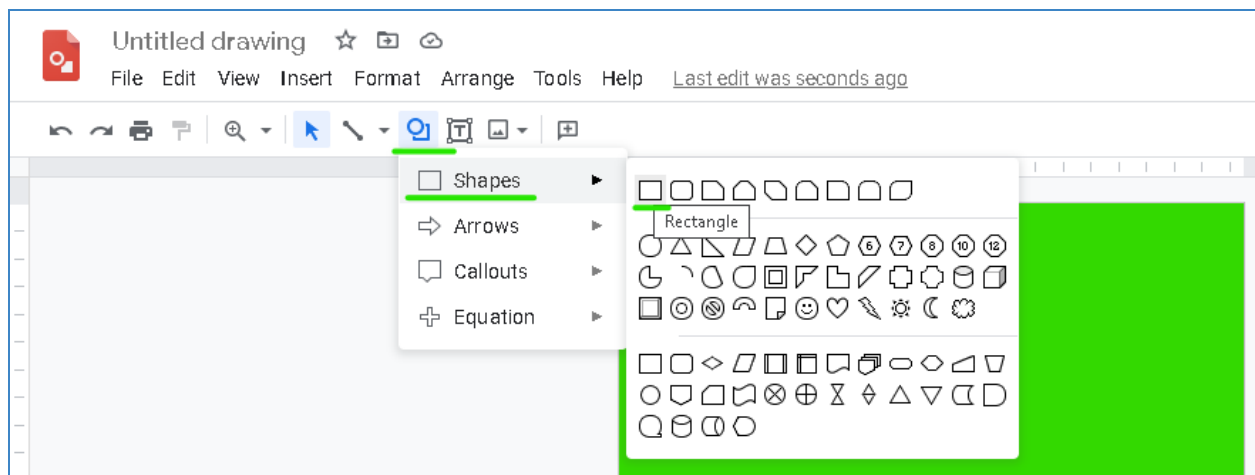


- 12.7. In the unit type dropdown menu, select Pixels.

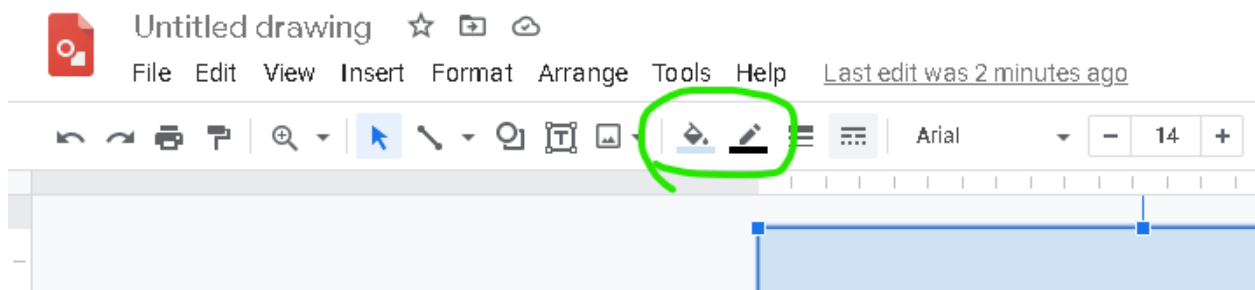
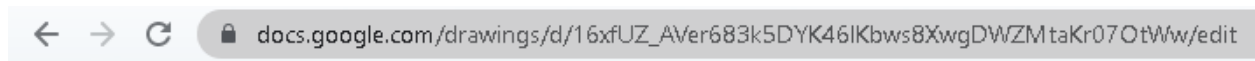


- 12.8. Write **1080 x 1080**.
- 12.9. Click **Apply**.
- 12.10. Insert a rectangle and fill the drawing in its entirety.



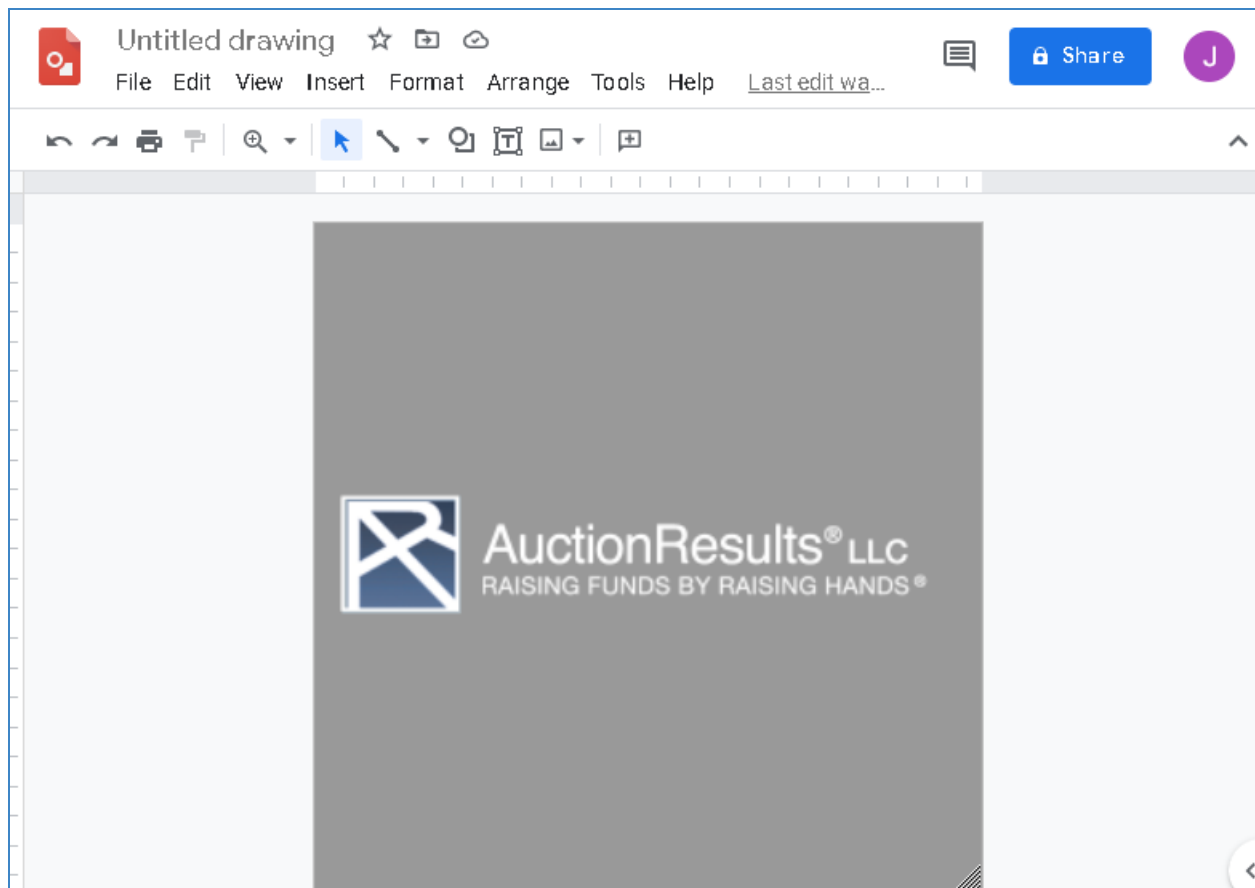


12.11. Change the **Fill color** to an appropriate color, e.g., white, black, etc.



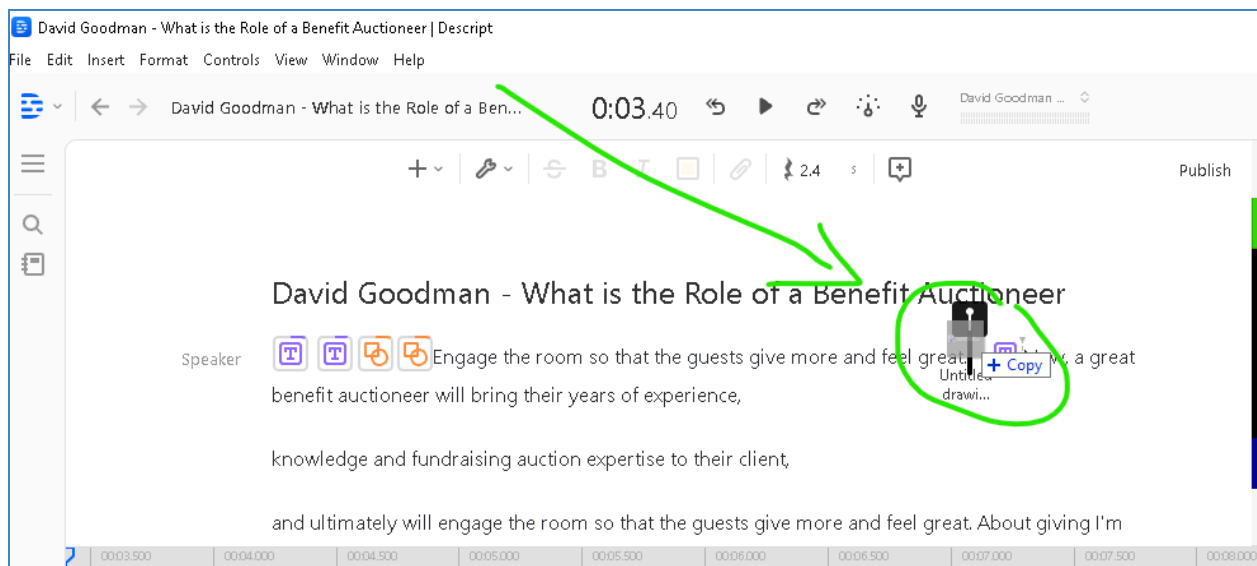
12.12. Change the **Border color** to the same color as the **Fill color**.

12.13. Copy and paste the company logo at the center of the drawing.

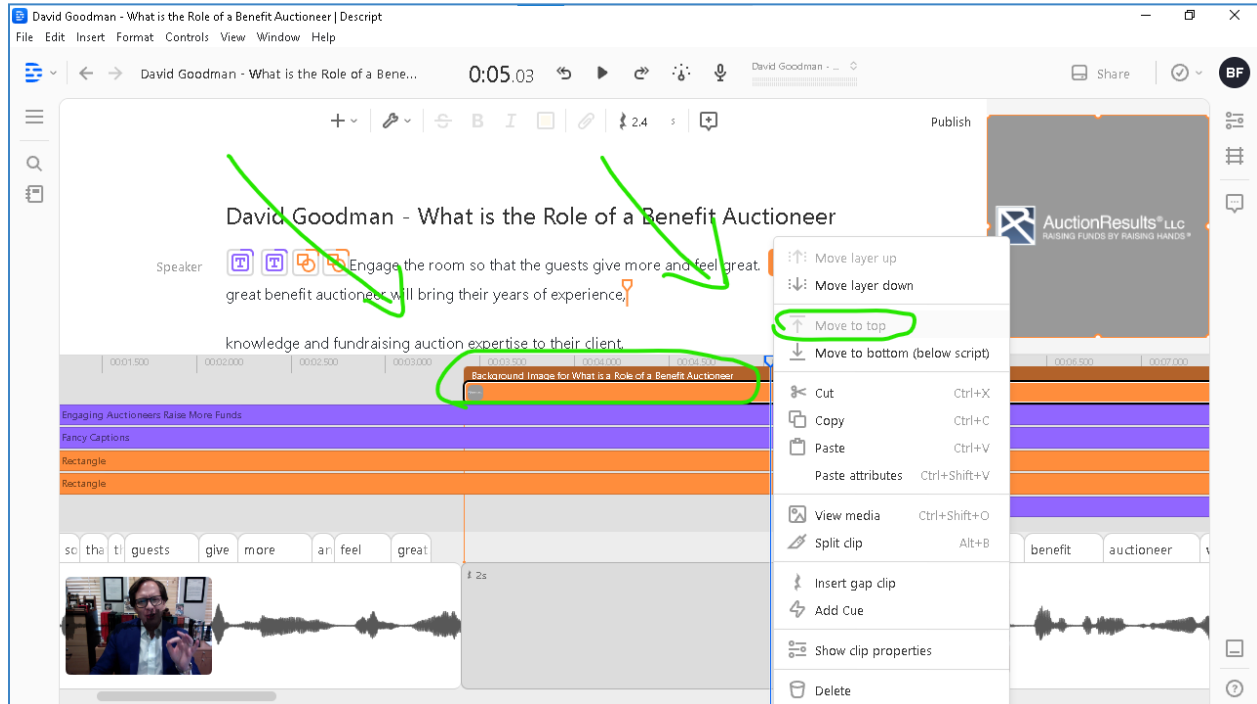


- 12.14. Click **File > Download > PNG image (.png)**.
13. Insert the background image for the OBB.
  - 13.1. Open the file location of the background image on your computer. In this example, the file is on the Desktop.
  - 13.2. Drag the file from the file location and, in the script workspace, drop the file right after the hook.

Remember that the hook is likely the first sentence in the script workspace.

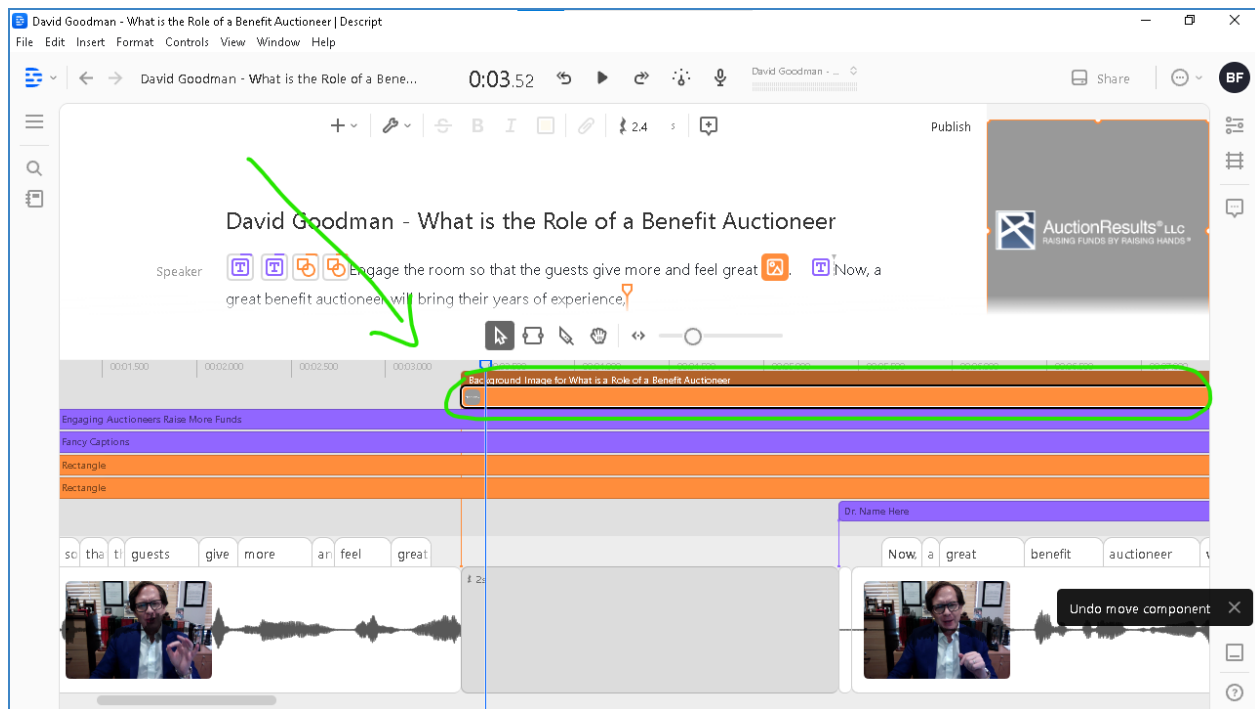


13.3. In the timeline view, right-click the rectangle that represents the background image.

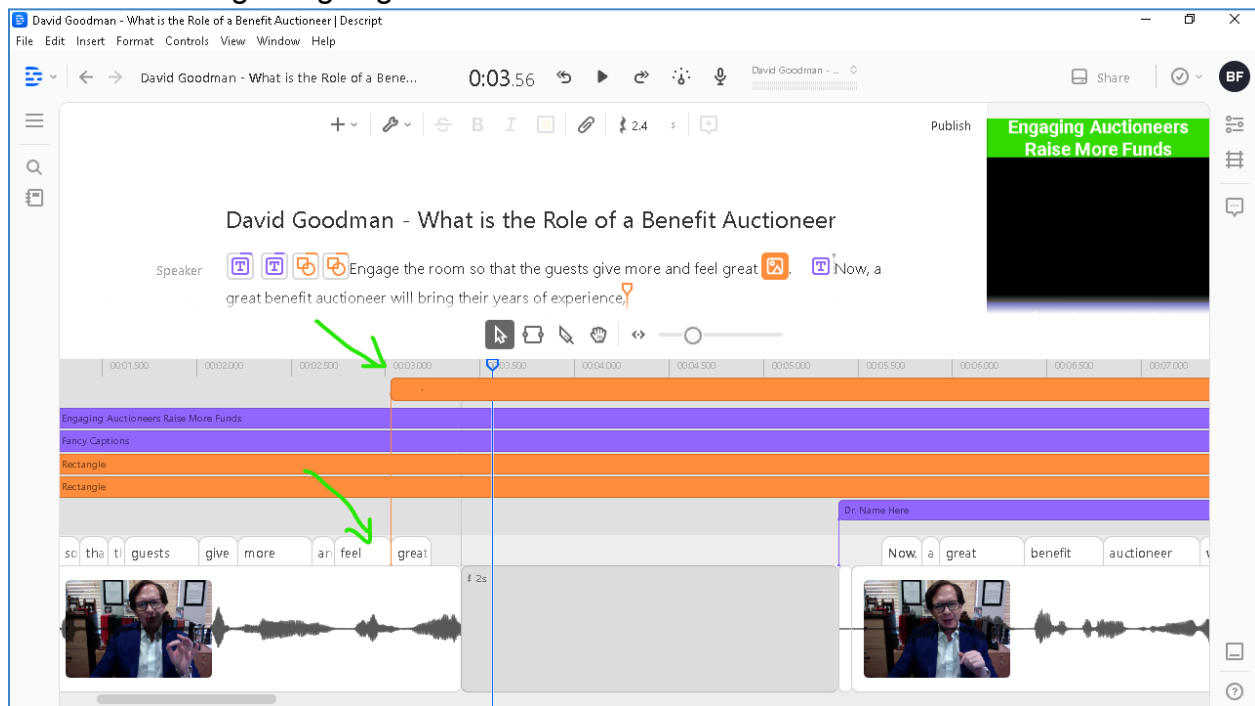



13.4. Click **Move to top**.

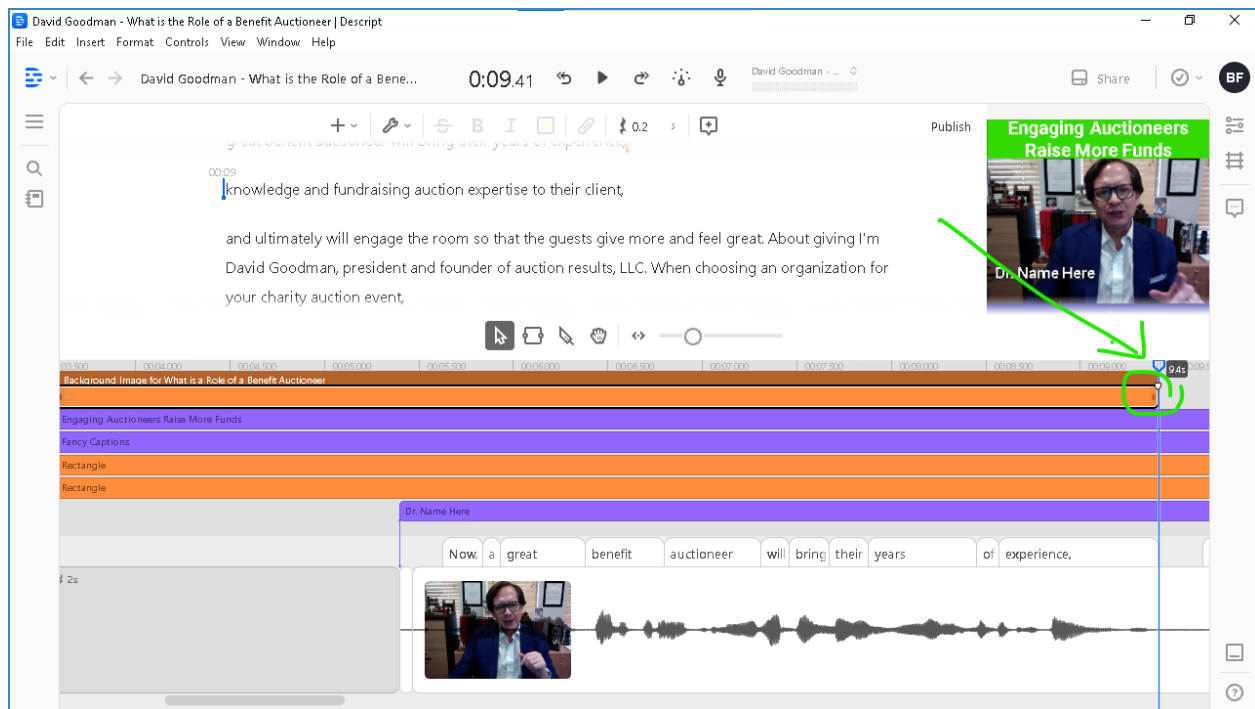
13.5. In the timeline view, click and hold the rectangle that represents the background image.



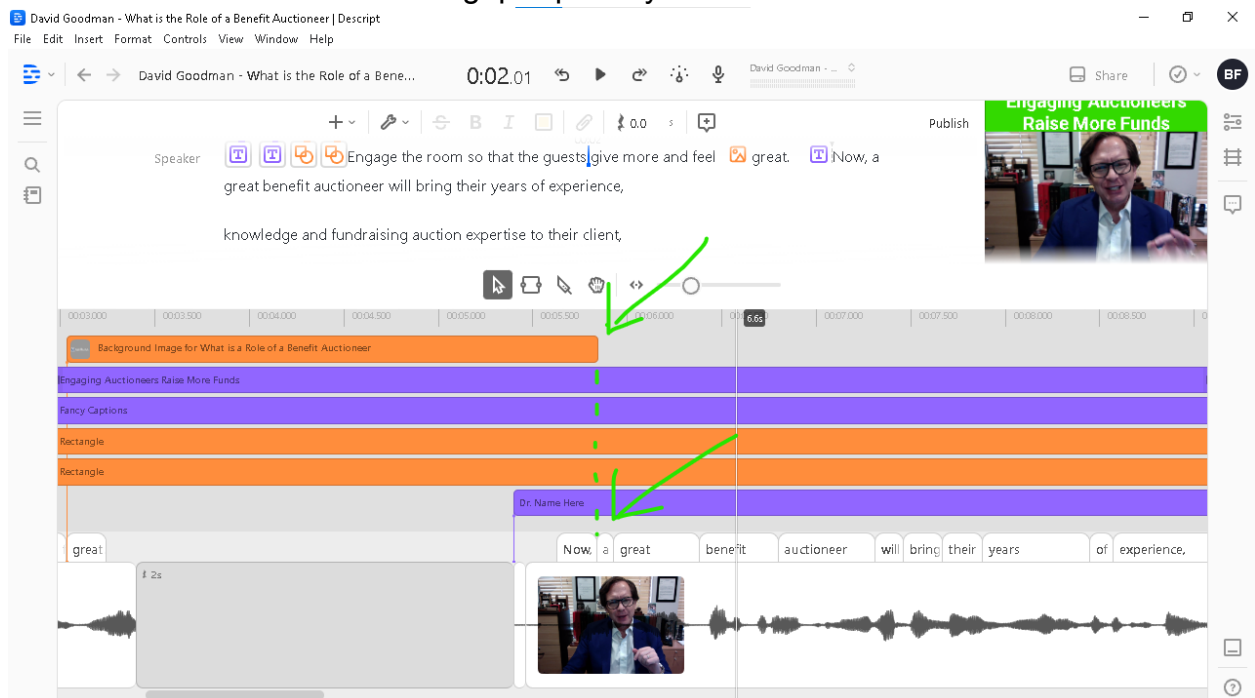
13.6. Drag the rectangle representing the background image such that the beginning aligns with the last word of the hook.



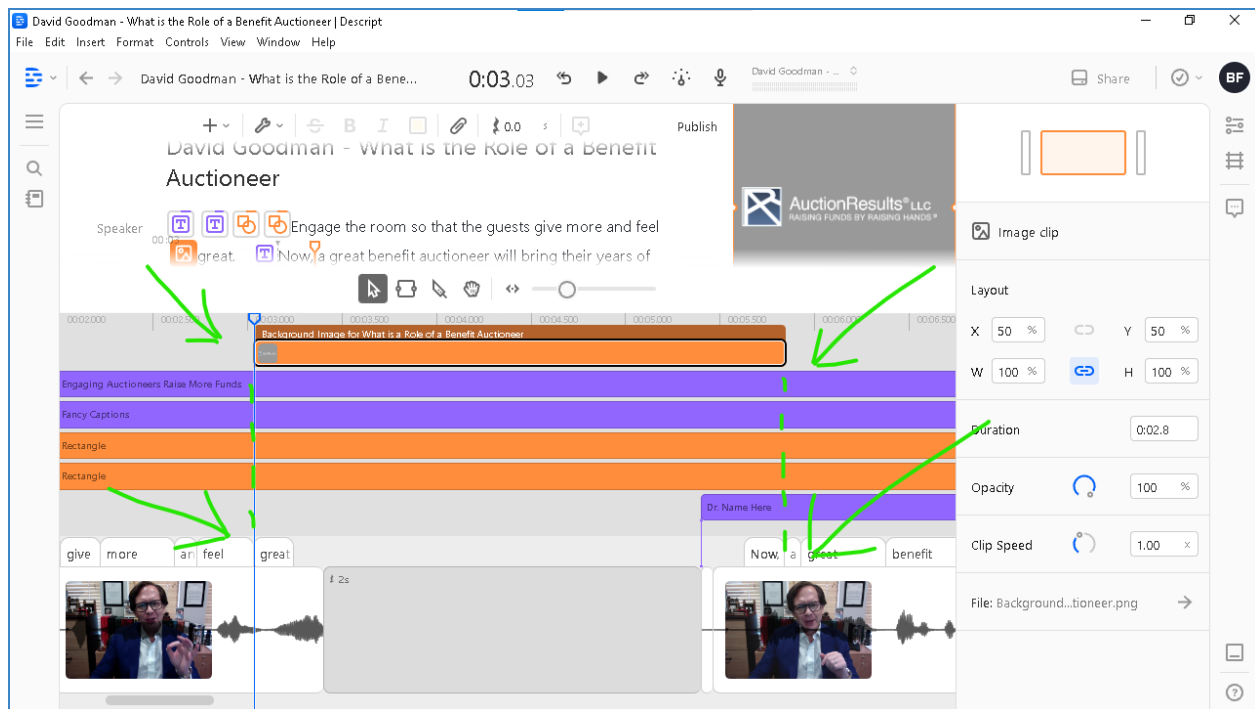
13.7. In the timeline view, click and hold the extreme-right section of the rectangle representing the background image. Your cursor is in the correct location once your cursor appears to be like two arrows facing the left and the right. 



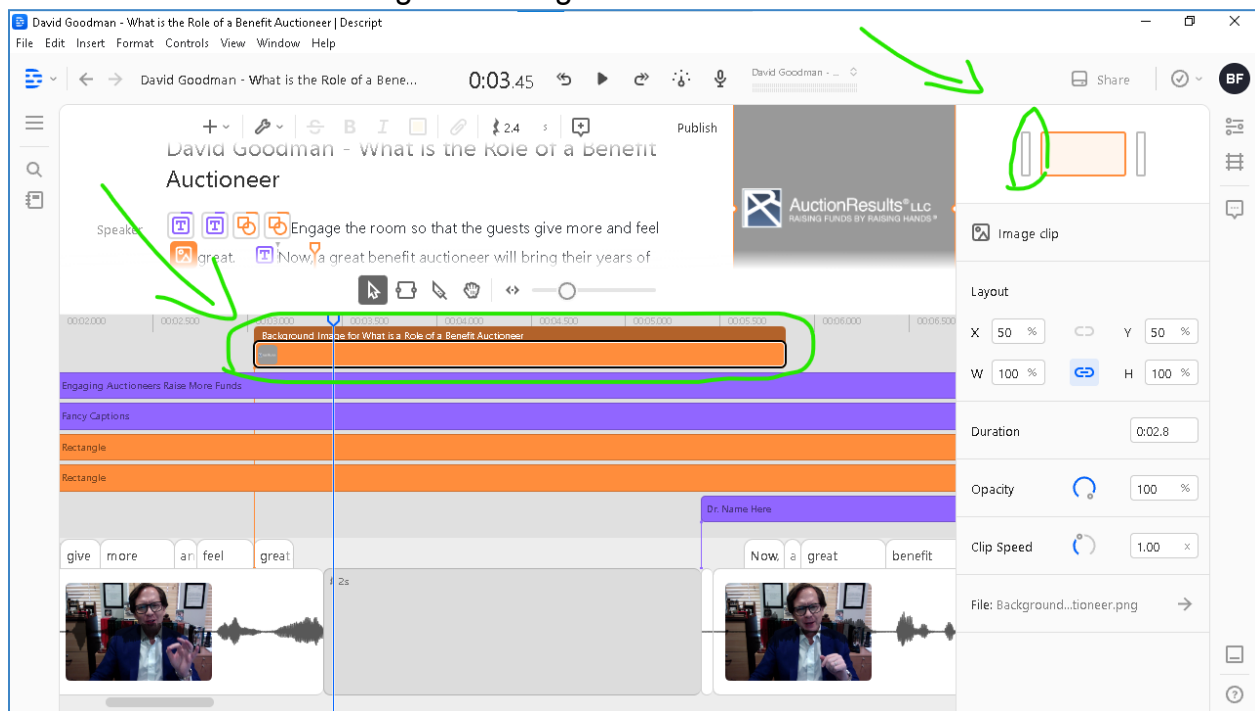
13.8. Drag your cursor such that the end aligns with the beginning of the 2nd word of the rest of the video. The rest of the video pertains to the track after the 2-second gap clip that you inserted earlier.



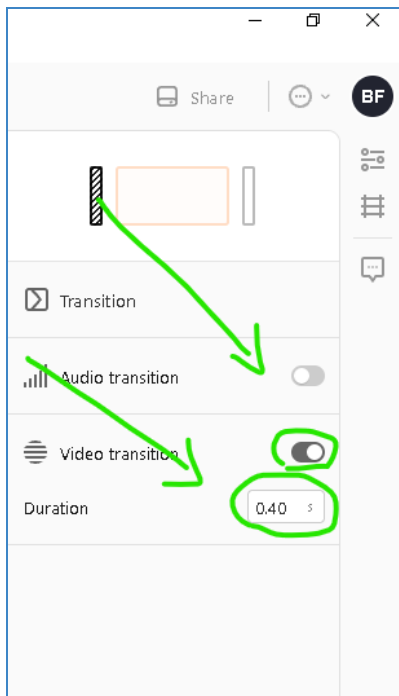
After you have fixed the background image location in the timeline workspace, it will now intersect the last word of the hook and the first word of the rest of the video.



14. Add transitions to the background image in the OBB.
- 14.1. Click the background image in the timeline view.

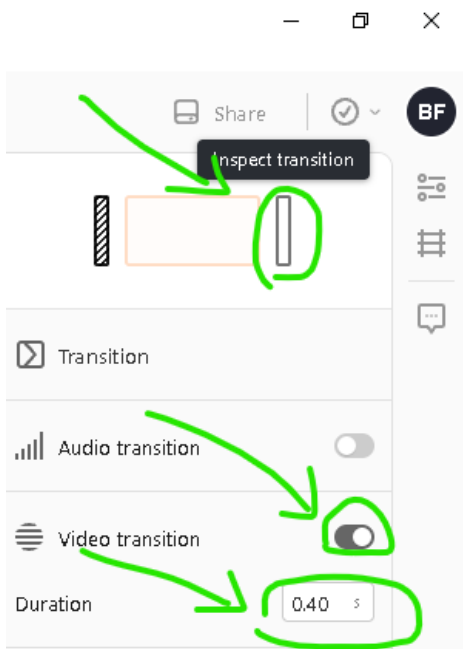


- 14.2. Click the left-most **Inspect** transition.
- 14.3. Turn on Video Transition.



14.4. Under **Duration**, write 0.40.

14.5. Click the right-most **Inspect transition**.



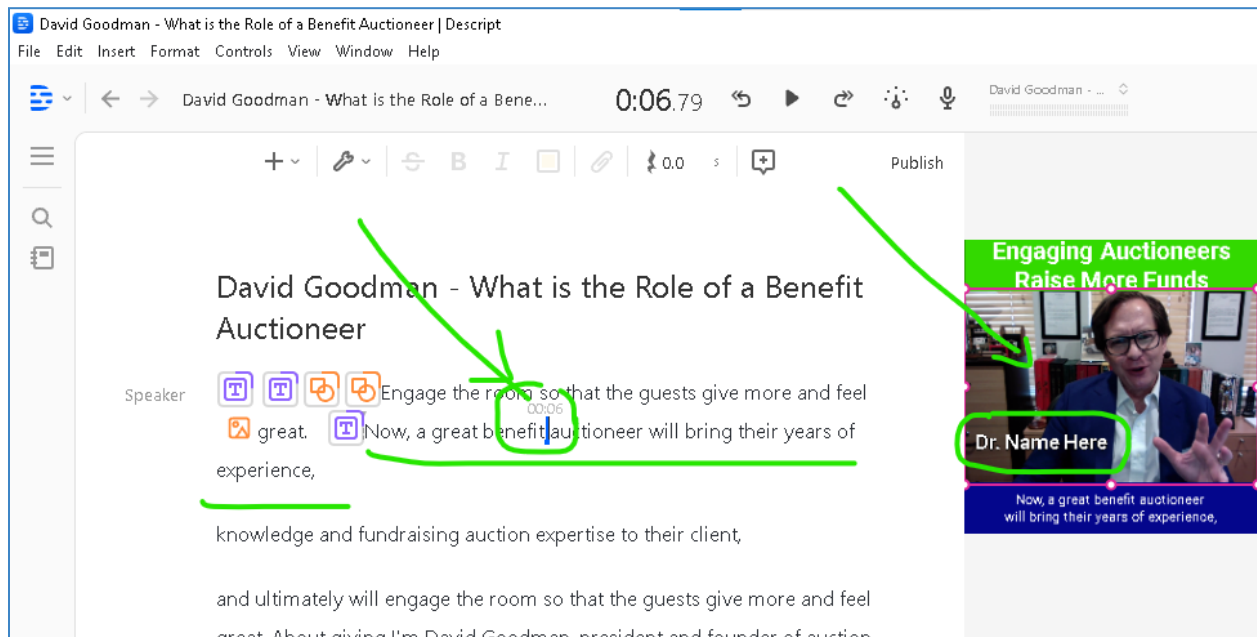
14.6. Turn on Video Transition.

14.7. Under **Duration**, write 0.40.

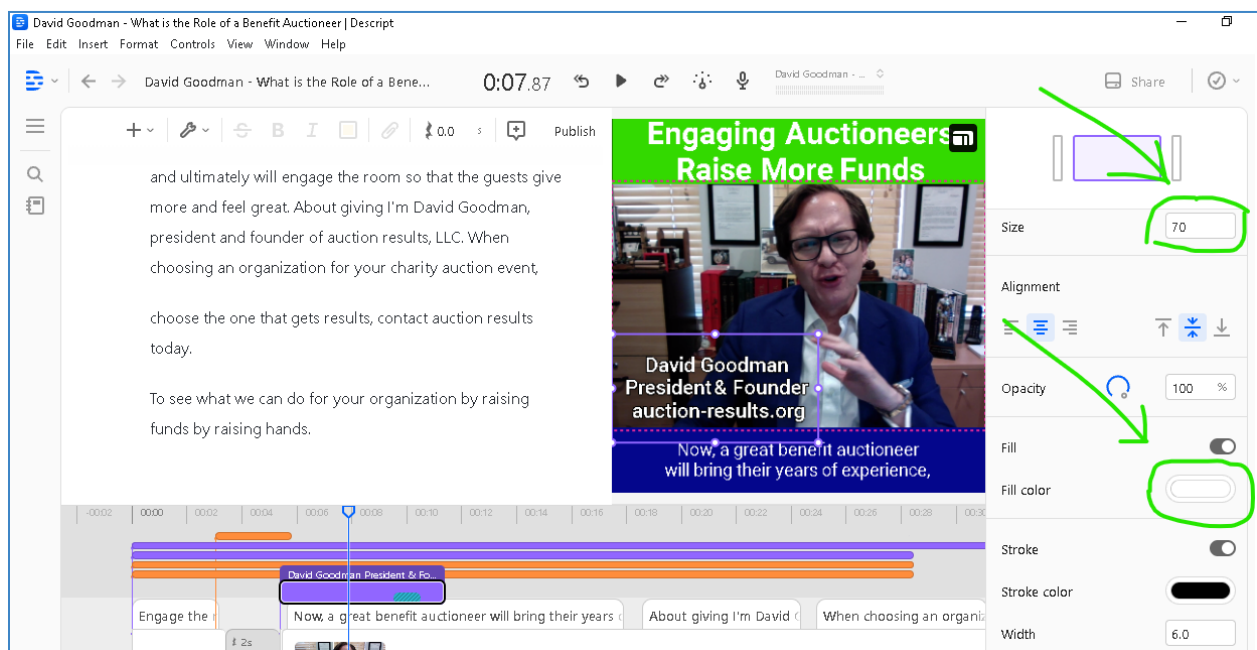
15. Modify the text of the lower thirds.

- ✓ Lower thirds last for 5 seconds.
- ✓ Lower thirds appear only once per speaker.
- ✓ Lower thirds appear for all featured persons.
- ✓ Lower thirds have the title of the featured person.

- ✓ Lower thirds have the company of the featured person.
- 15.1. In the script workspace, click on the text right after the hook. The hook is typically the first sentence or first line at this point of the editing process.



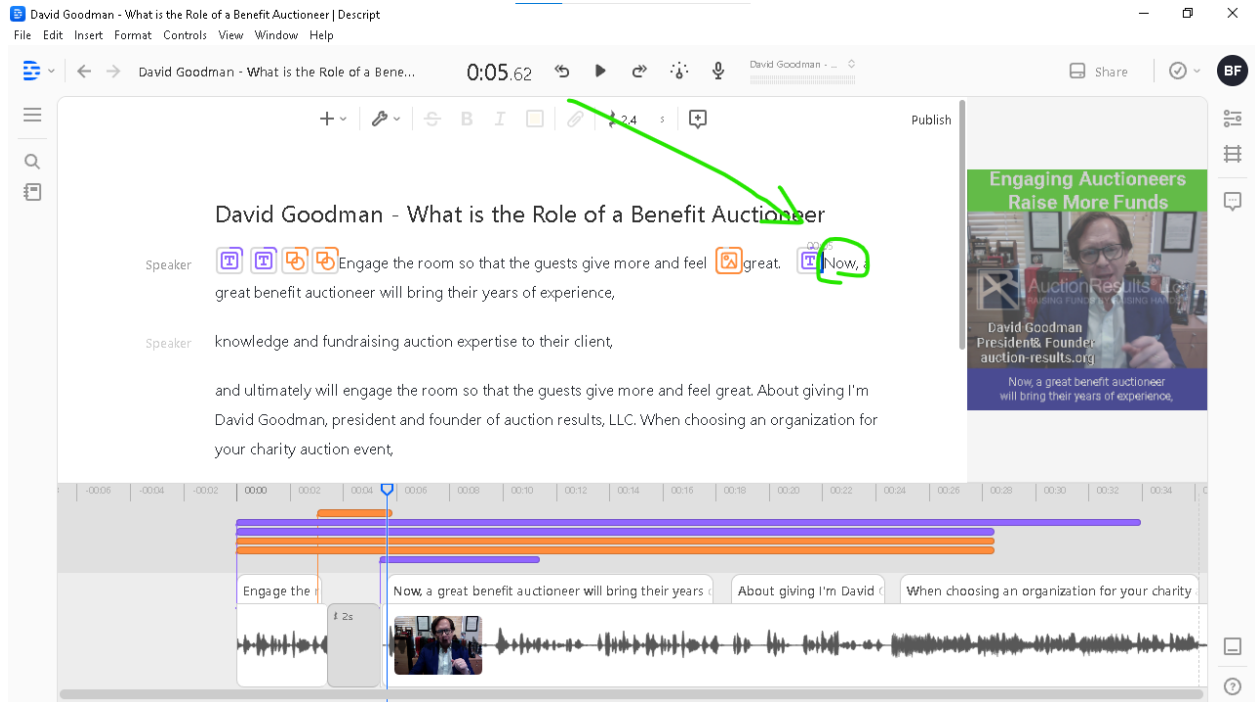
- 15.2. In the video workspace, double-click on the lower thirds.
- 15.3. Type the speaker's name, title, and company name separated by line breaks. Pressing Enter creates line breaks.
- 15.4. Change the font size of the lower thirds to fit in the lower-left part of the video.



- 15.5. Drag and resize the text box to move it to the lower-left part of the video.
- 15.6. Change the font color such that there is a contrast with the video.
- 16. Add the company logo to the upper-right side of the video after the hook.

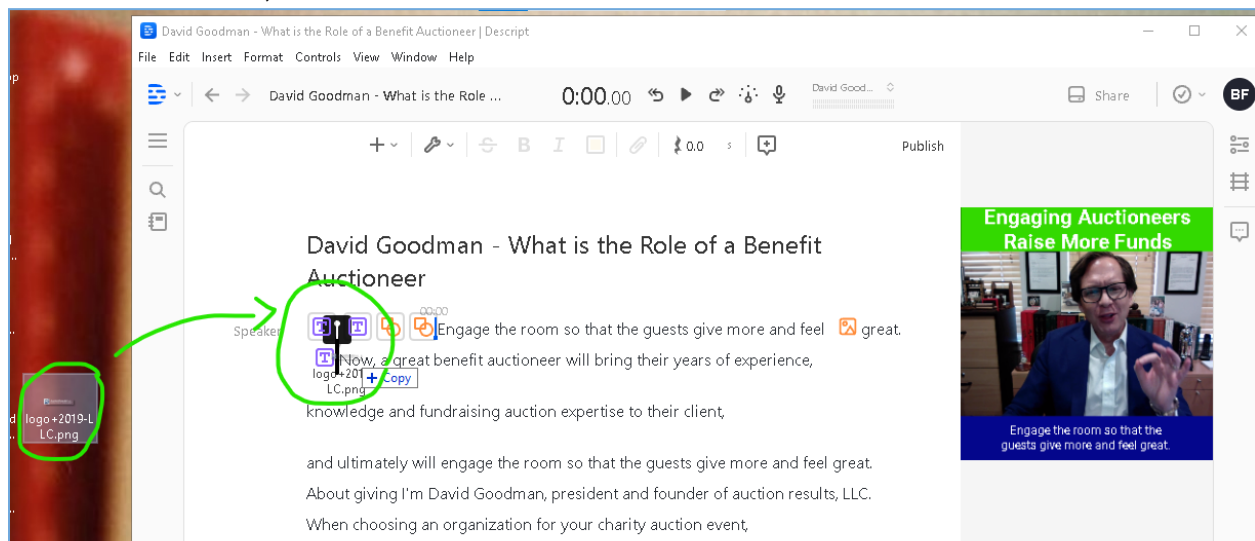


## 16.1. Identify the first word of the track after the gap clip.



16.2. Open the file location of the company logo. In this example, the company logo is on the Desktop.

16.3. Click and drag the company logo into Descript to the left of the first word of the track after the gap clip. In the example below, the first word of the track after the gap clip is **Now**. So the editor must drop the file to the left of **Now**,



16.4. Resize and move the logo to appear in the upper-right corner of the video workspace beneath the top banner.



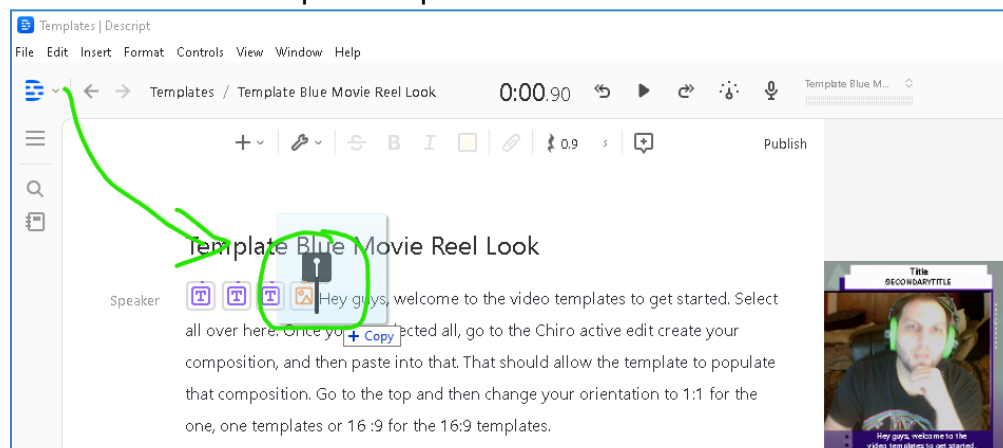
17. Add minimal background music.

Do not use copyrighted music. If you are not sure if music is copyrighted, choose a track from the [Music Beds](#).

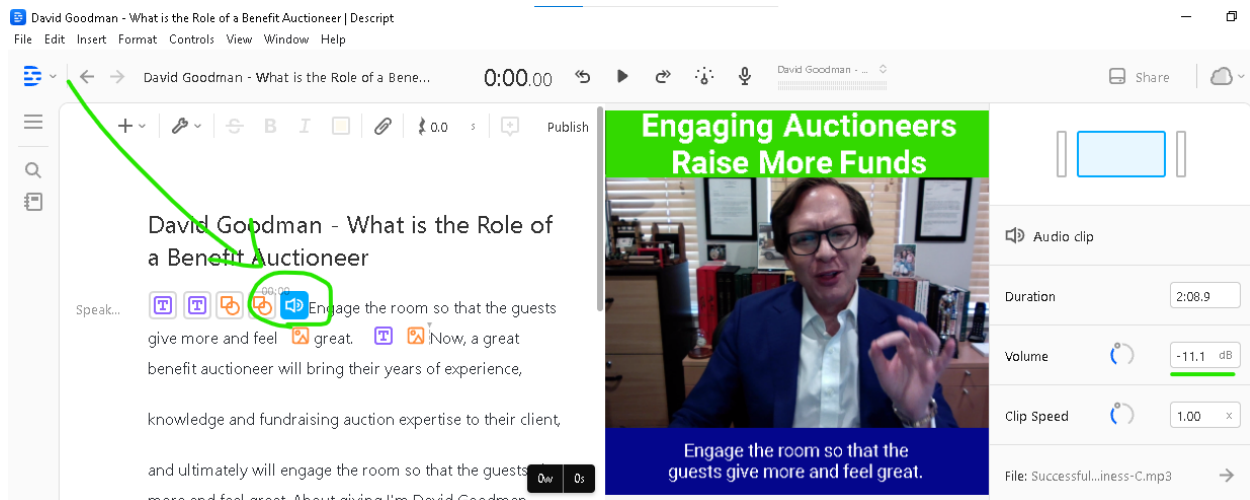
17.1. Choose a file from the [Music Beds](#) folder.

17.2. Download the file.

17.3. Drag and drop the file to Descript by placing it right before the text starts in the script workspace.



17.4. Click the megaphone icon that appears.



17.5. Change the volume such that the music is as low as possible while still being audible.

18. Add an end slide.

### Requirements of an end slide

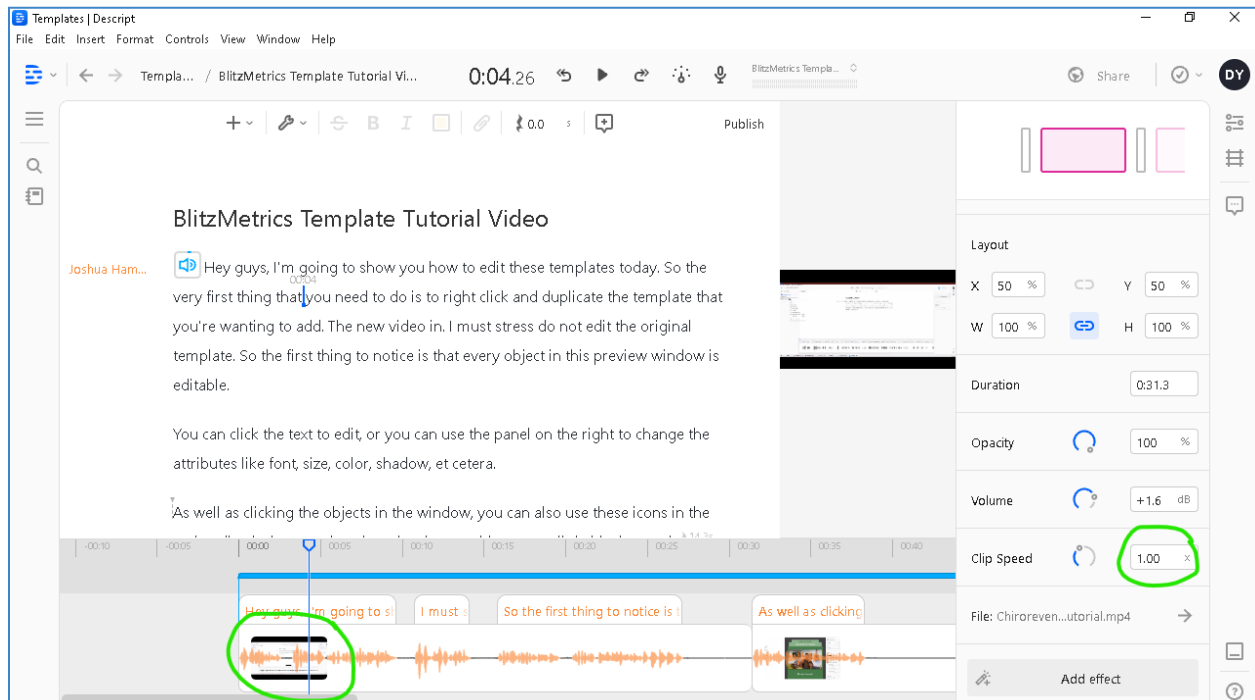
- ☐ Duration: 3–5 seconds.
- ☐ Elements: Company Logo, Company Name, Website, Contact Number, Email, and Address.
- ☐ Text: Call-to-action (e.g., join us, learn more, sign up, grab the book now, for more info [URL]).
- ☐ Photo of Featured Speaker or company logo
- ☐ Course Promotion or Landing page link

## Examples of an end slide

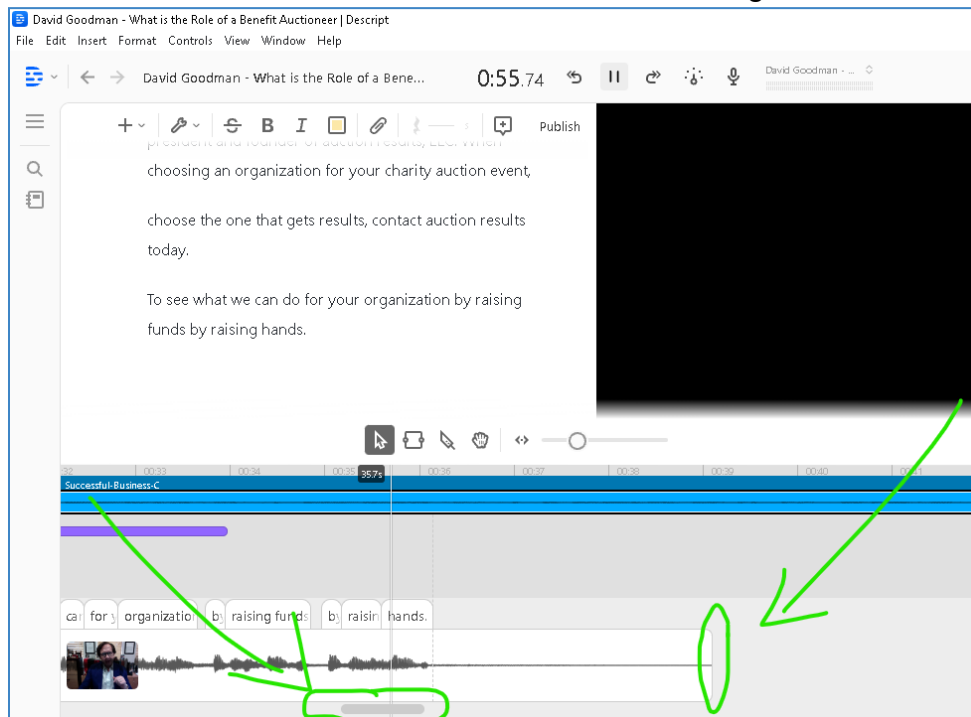


19. Cut the video if necessary.
  - The edited video can be as long as 1 minute and 59 seconds.
  - IF the desired video is a **#HOW** video, THEN you can, but not always, extend the video to 3 minutes.

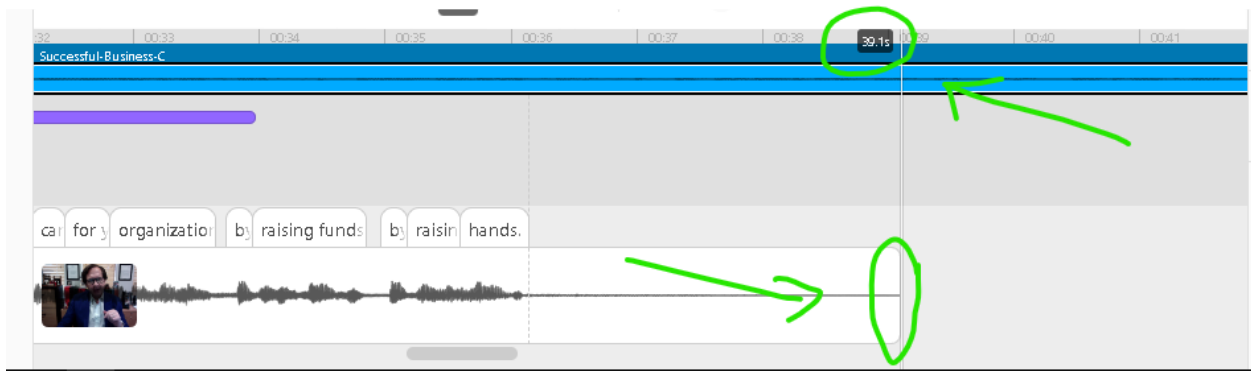
- 19.1. IF the video is a **#WHY** or **#WHAT** and is too long, i.e., >2 minutes, THEN speed up the clip speed to 1.10.
- 19.2. Click the video clip in the timeline view.
- 19.3. Change the **Clip Speed** to 1.10.



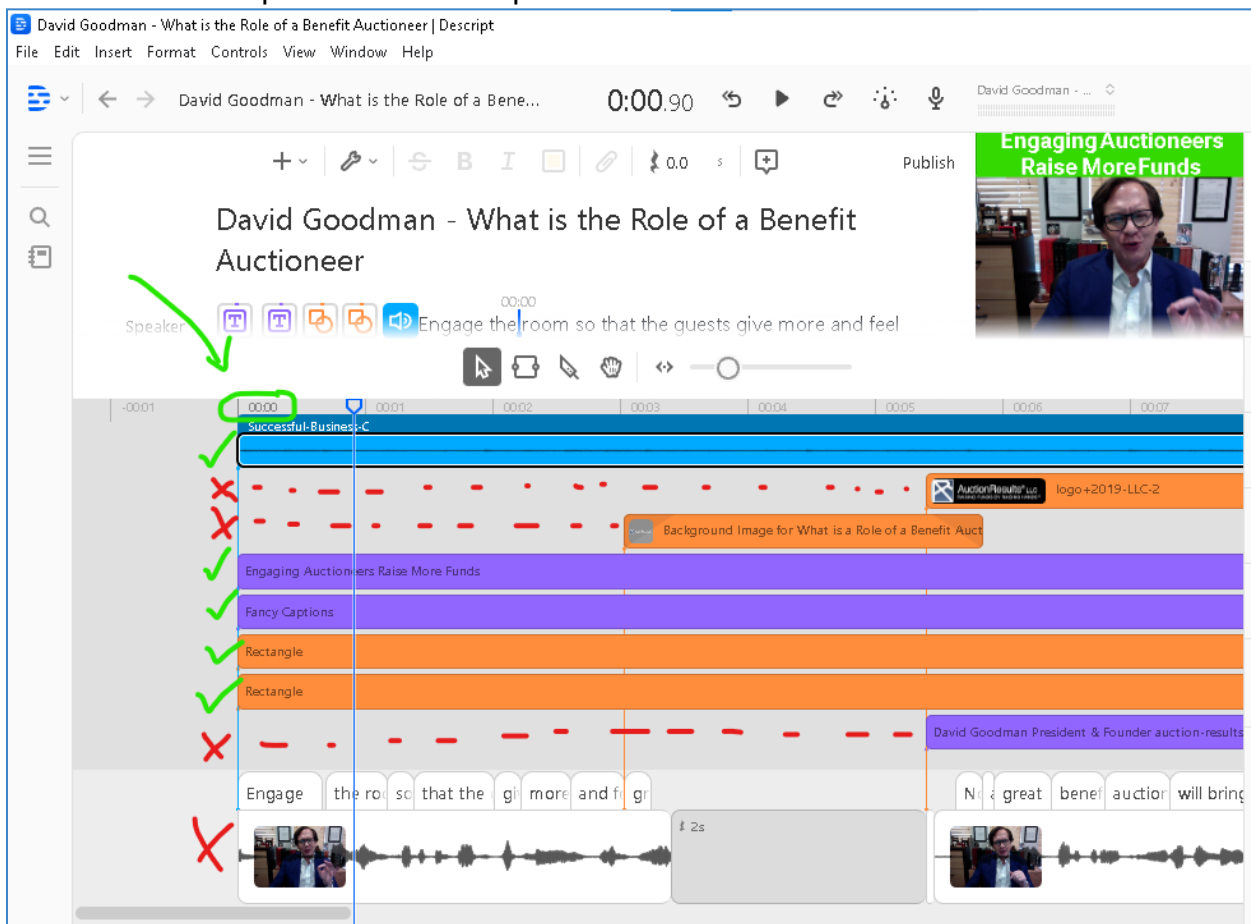
20. Identify the entire duration of the video track.
- 20.1. Scroll to the end of the video track using the bottom scroll bar.



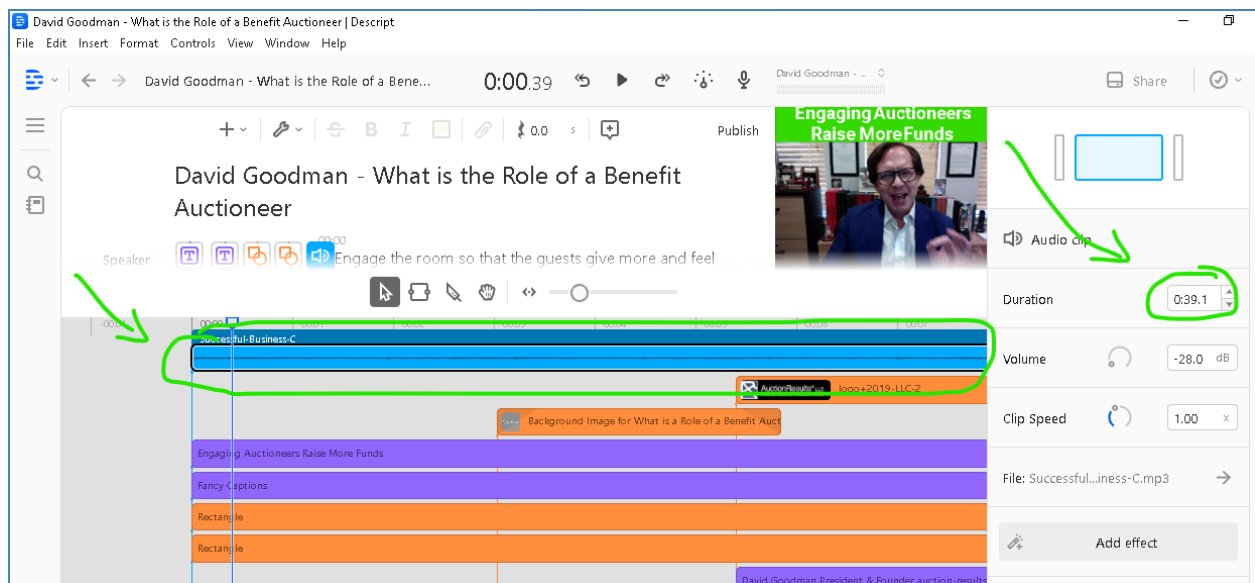
- 20.2. Place your cursor at the rightmost part of the video workspace.



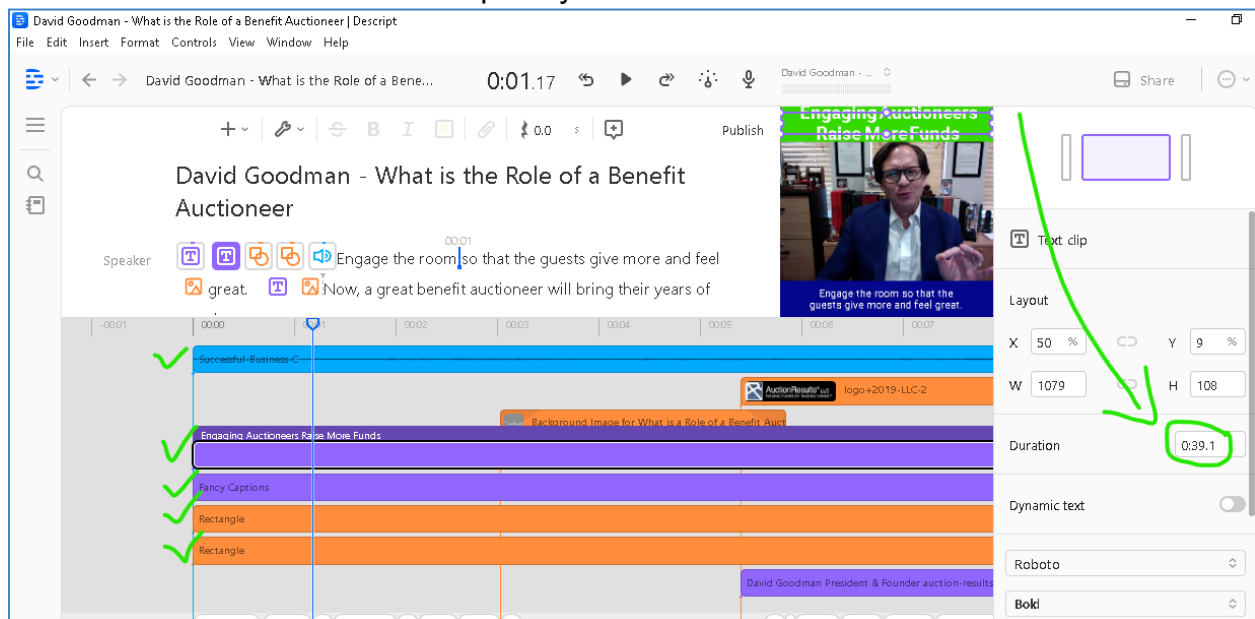
- 20.3. Take note of the duration. In the image above, the duration of the track is 39.1 seconds. It should be the entire duration of the video and other templates.
21. Change the duration of the elements that start at the beginning of the project.
- 21.1. In the timeline workspace, identify the elements that start at the beginning, except for the video clip.



- 21.2. Click the rectangle that represents the object.

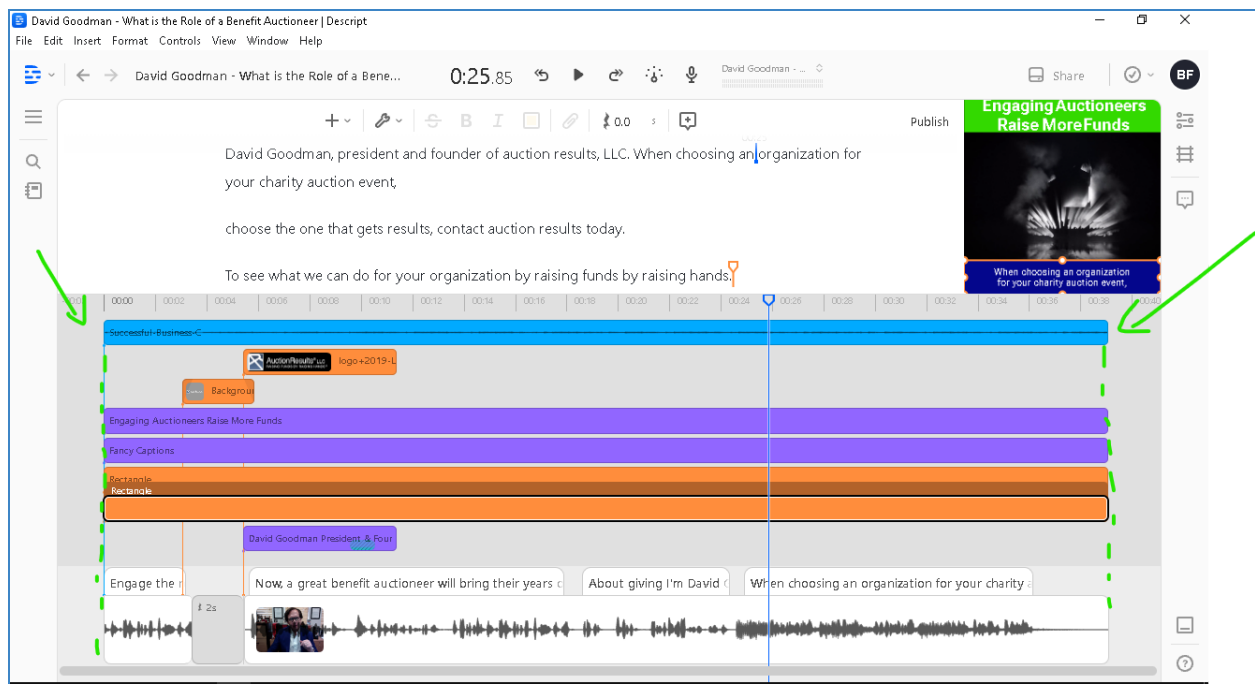


- 21.3. In the **Duration** option, type the duration of the video track.
- 21.4. Modify the duration of all elements to match that of the video track.  
The number of elements you see in the timeline workspace may differ based on which template you choose.



After changing the duration, the timeline workspace will have multiple rectangles whose beginning and end align with the video track's beginning and end.

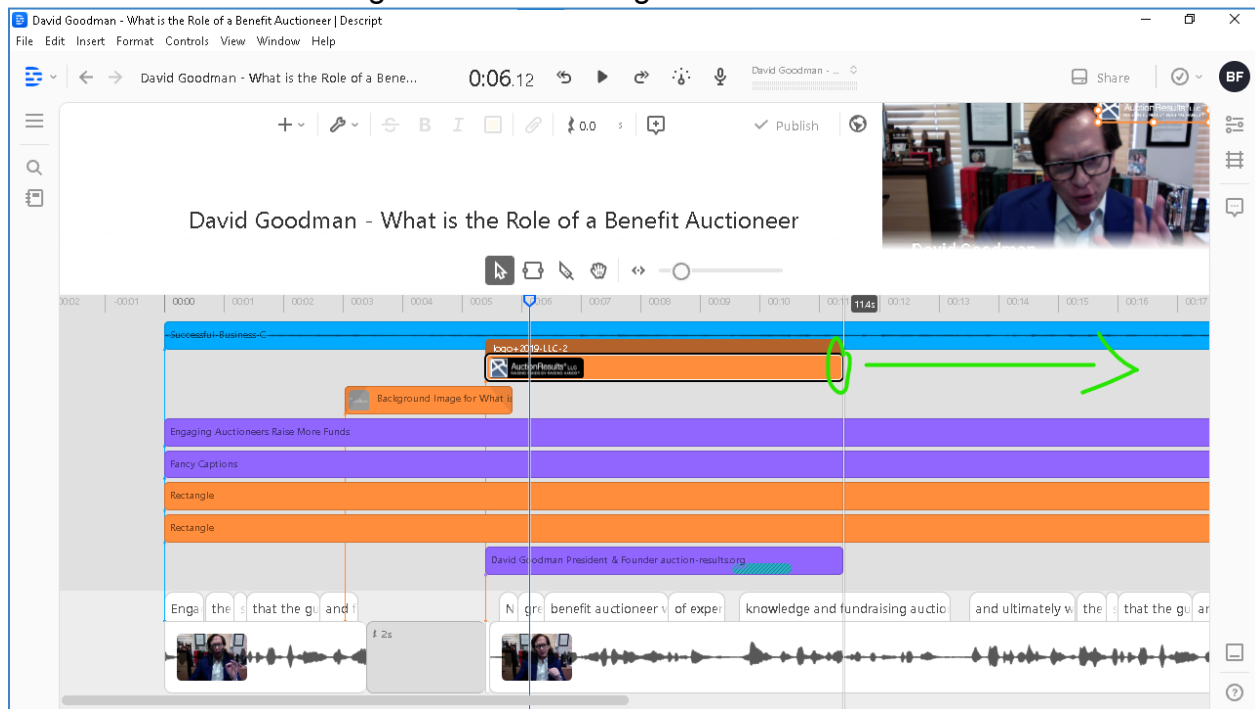




22. Extend the duration of the company logo until the end of the video.

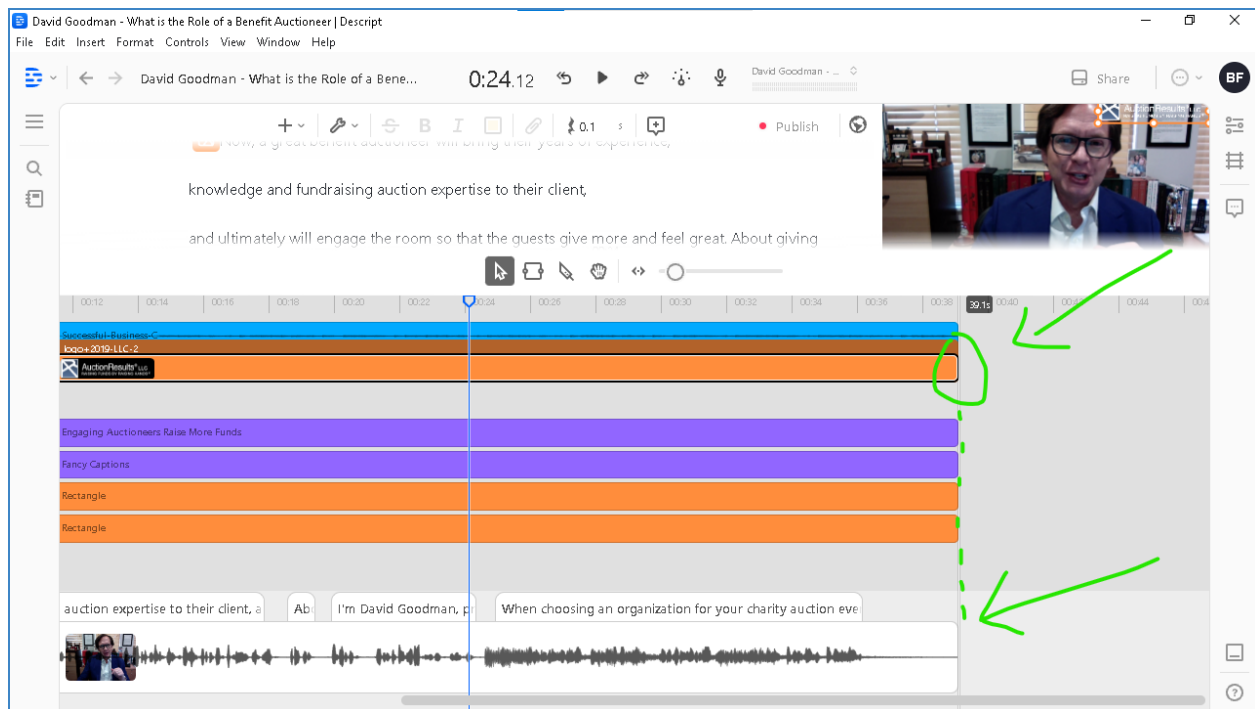
22.1. In the timeline view, click the logo.

22.2. Click and hold the extreme-right section of the rectangle representing the company logo. Your cursor is in the correct location once it looks like two arrows facing the left and the right.



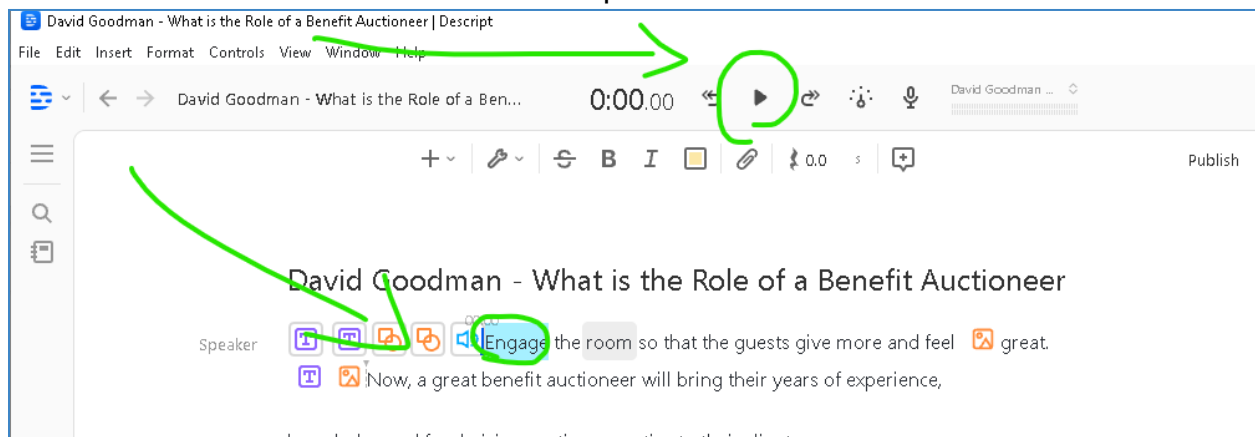
22.3. Drag the end of the logo so that it ends simultaneously with the video track.





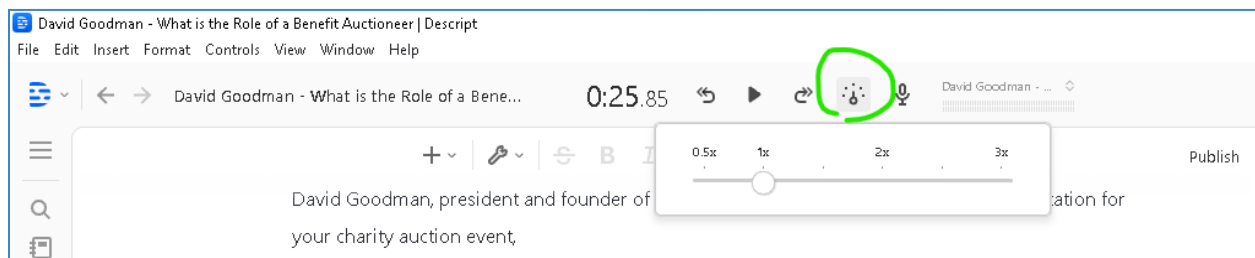
23. Watch the video from start to finish and fix any mistakes you may see along the way.

23.1. Click the first word in the script view.

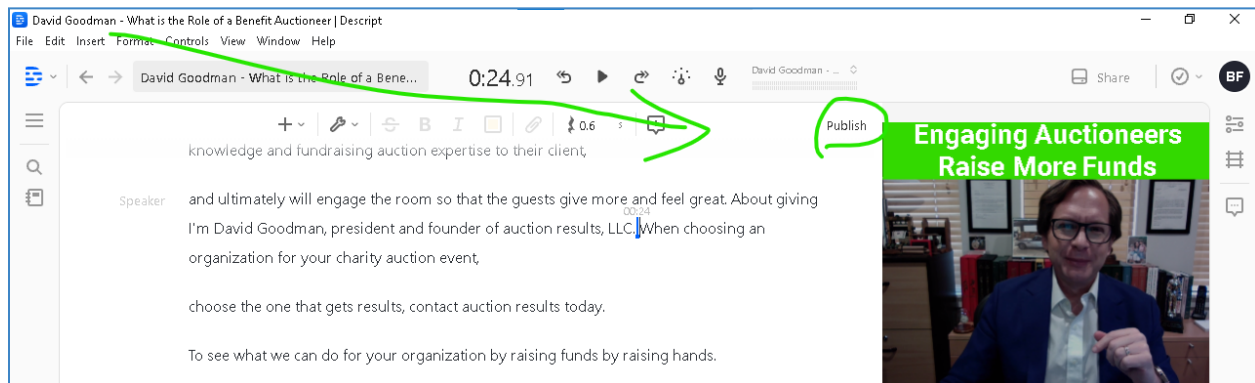


23.2. Click Play.

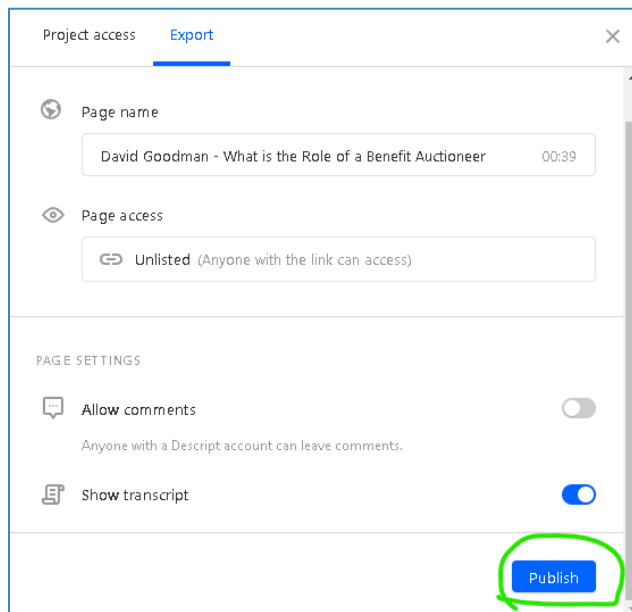
You can change the playback speed by clicking the meter icon.



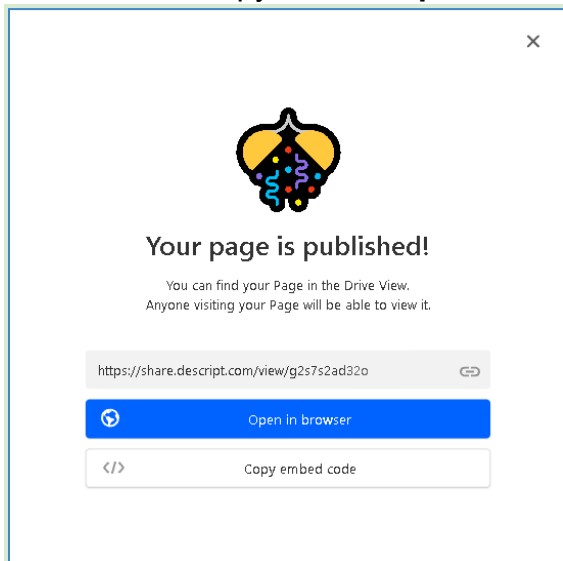
24. Publish the video.
- 24.1. Click **Publish**.



- 24.2. Click **Publish**, again.



- 24.3. Copy the link, open in browser, or copy embed code.



## Optional

- For some videos, add relevant B-roll and superimposed text or typography to support visuals and for attention reset. Do not use stock images for b-rolls.
- For some videos, you can also punch in or punch out to the subject to keep your viewer oriented in the space.

## Execution Checklist (In the blog post form):

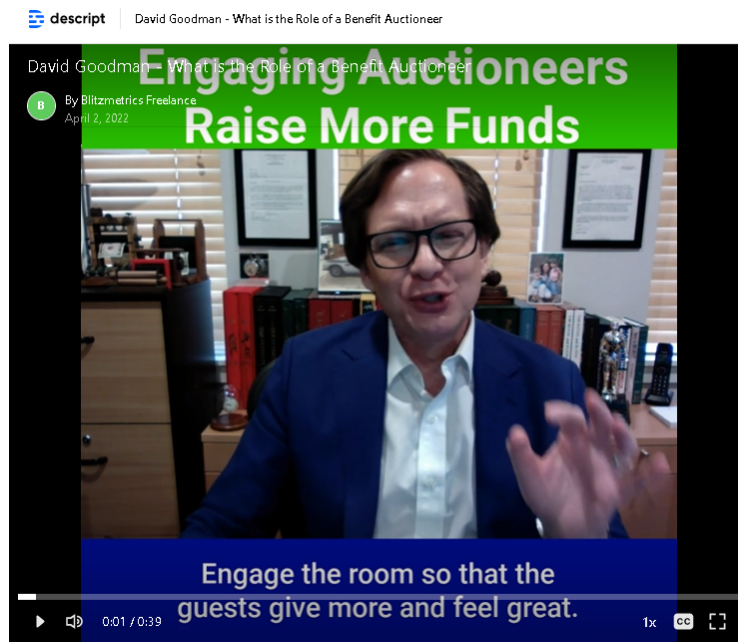
<https://blitzmetrics.com/edit-one-minute-video-using-descript/>

## Verification Checklist

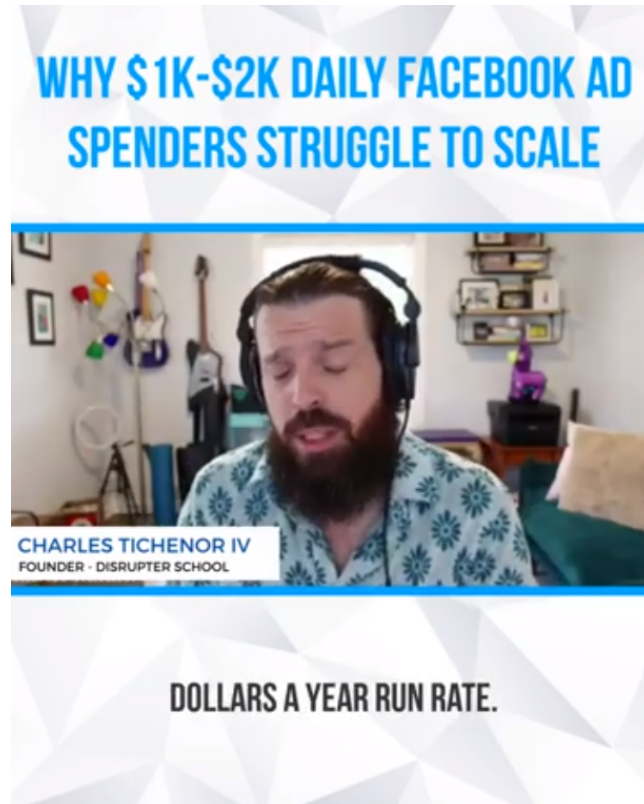
The edited video must meet the following criteria:

- ☐ The file type is .mp4 or whatever the instructed file type is.
- ☐ If the video is a **#WHY** or a **#WHAT** video, THEN the video's duration is at most 1 minute and 59 seconds.
- ☐ If the video is a **#HOW** video, its duration is at most 3 minutes.
- ☐ The aspect ratio corresponds to the social media destination of the video.
  - ☐ Facebook: 1080×1080.
  - ☐ Facebook Shorts: 1080×1920.
  - ☐ Instagram Post: 1080×1350 or
  - ☐ Instagram Story: 1080×1920.
  - ☐ Landing page: 1920×1080.
  - ☐ YouTube: 1920×1080.
- ☐ The first 3-5 seconds contain a hook.
  - ☐ The hook has no bumpers.
  - ☐ The hook has no footage of the speaker saying their name.
  - ☐ The hook has no music.
- ☐ After the hook, there is an opening break bumper, which lasts 1-2 seconds.
- ☐ The video has banners.
- ☐ The video has text at the top of the banner as the title.
- ☐ The video follows the client's branding colors.
- ☐ The video has no unnecessary chatter, scenes, or dead air.
- ☐ The video has lower thirds for each speaker.
  - ☐ The lower thirds last no more than 5 seconds.
  - ☐ The text of the lower thirds matches the pre-approved text.
- ☐ The edited video's title, banners, or captions have no typographical errors.
- ☐ The edited video has background music that has no copyright.
- ☐ The video has no stock footage.

## Examples:



[David Goodman – what is the role of a benefit auctioneer? \(0:39\)](#)



[Why \\$1k–\\$2k Daily Facebook Ad Spenders Struggle to Scale](#)



### [What is the Content Factory?](#)

These are a few of our edited videos that we have made. By following the process outlined below, you will be able to achieve the same results.

## How to Edit Sounds in Descript

We all know that the sound on some webinars is horrible. One reason is that people are talking through their laptops. So there is a big chance of having a noisy background. But imagine if you could have studio-quality sound as if you had used a dedicated microphone for the webinar! Fortunately, we can have that by just fiddling with the Descript App – after the webinar recording!

### **Prerequisite:**

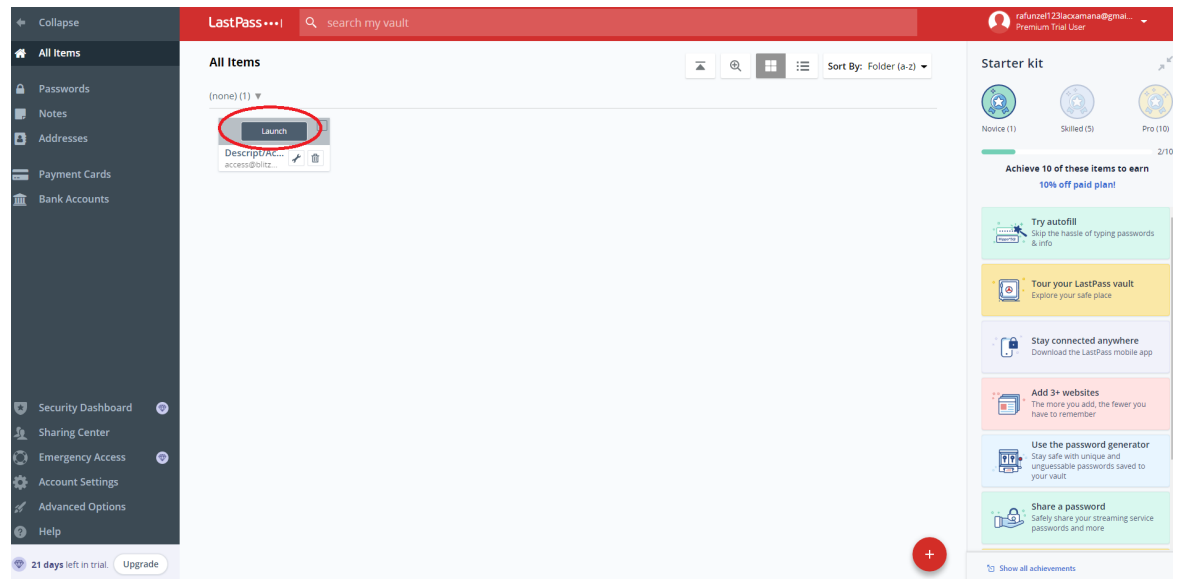
- ☐ Descript Login credentials
- ☐ Video File

### **Note:**

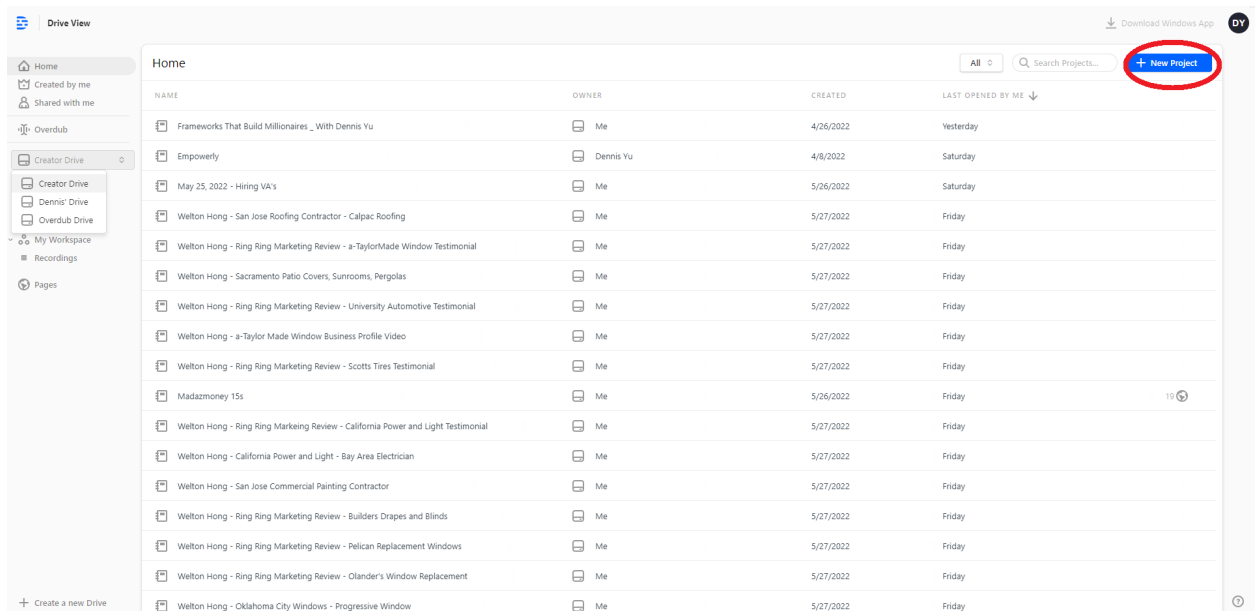
For access concerns, please email [operations@blitzmetrics.com](mailto:operations@blitzmetrics.com) detailing what sites, tools, and materials you need to access.

### **Steps:**

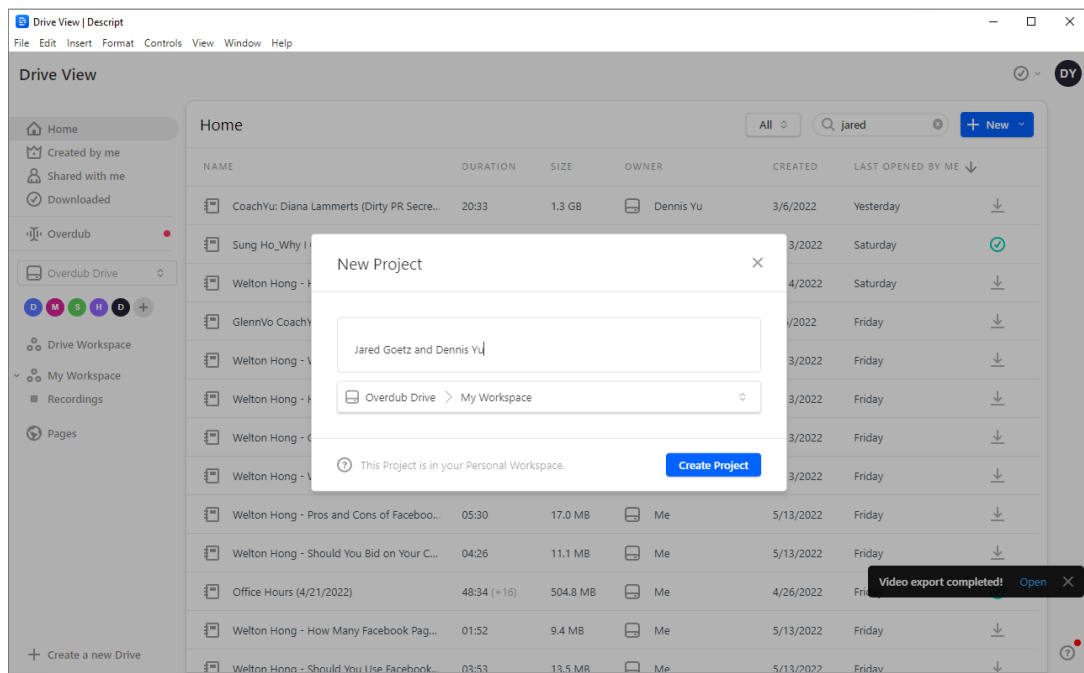
1. Go to your LastPass Account and Launch Descript.



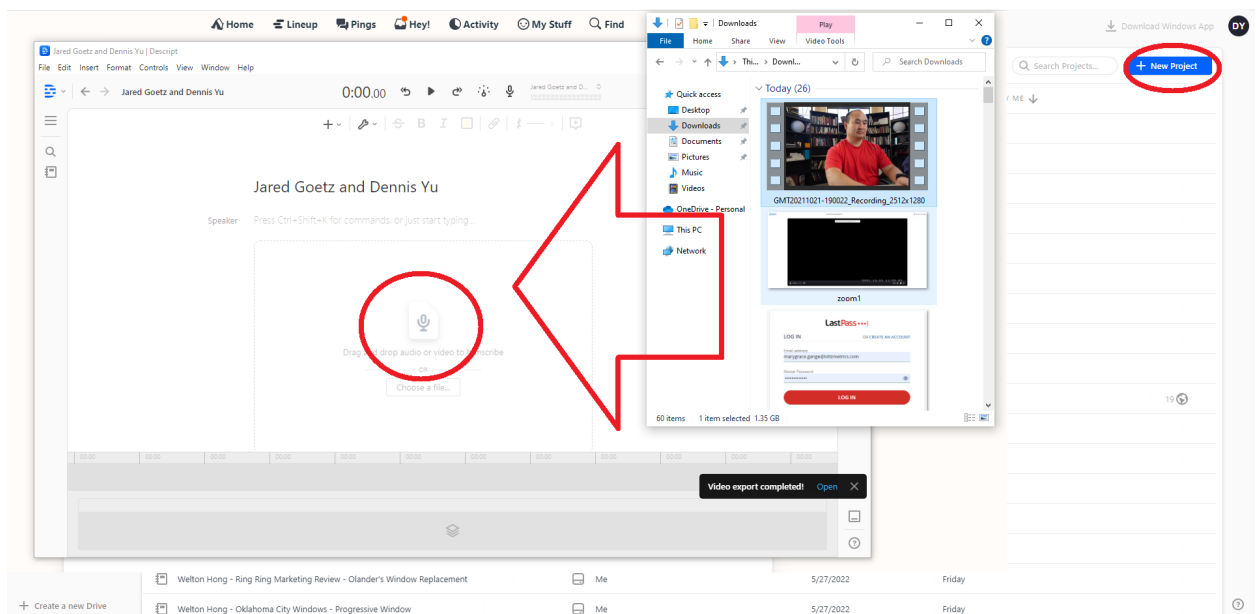
2. Run the Descript App and click on “New Project.”



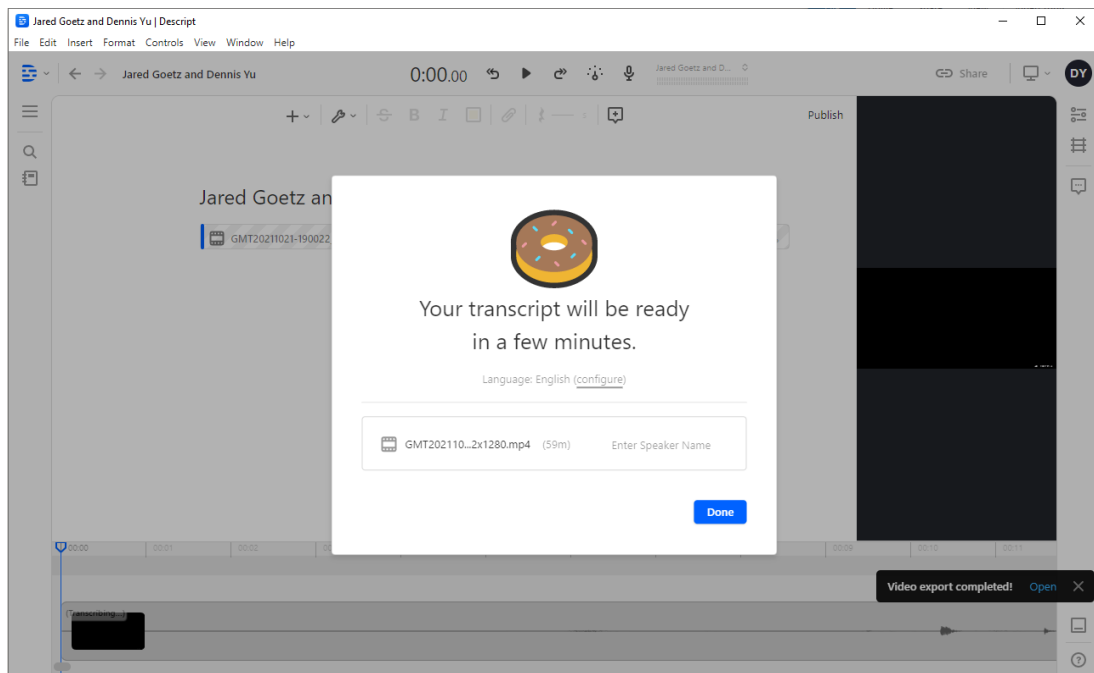
3. Name the file in the **Untitled Project** area, and then click “Create Project.”



4. Import the RAW video by dragging the file from the source folder to the “Audio” icon in Descript.

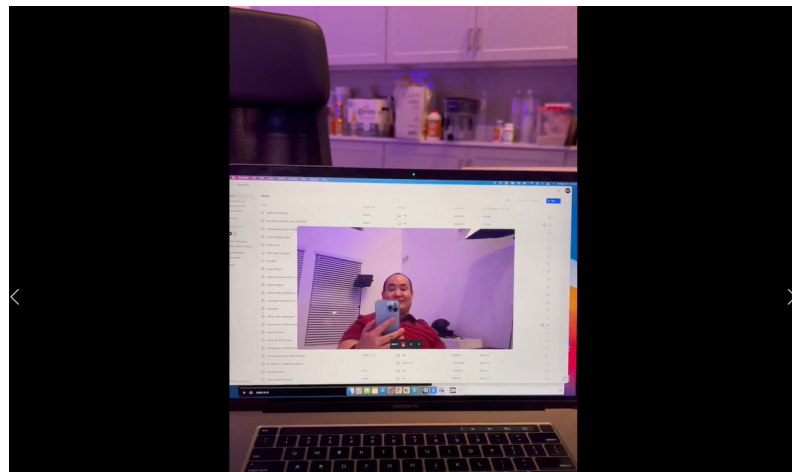


5. Descript will then process your transcript. Just click “Done” on the below screen, and wait for the transcription to finish.



6. Review the transcript's words with blue underlines and correct them manually by right-clicking each word and selecting **Correct**.
7. Turn on the studio sound, flip back and forth between the two options, and listen to the difference.
8. If you used a word mistakenly and want to replace it with something else, you can edit it in the transcription. Descript AI can generate your voice saying the words changed.

**Here is a Video Guide:**



[Descript training by Dennis](#)



## How to Create Audiogram via Descript

Here's how to create an audiogram using Descript:



Watch on BlitzMetrics: <https://blitzmetrics.com/create-audiogram-via-descript/>

# How To Edit A 1 Hour Long-form Podcast Video

❑ Start with a hook-- It should be then followed by a killer snippet from the interview that is up to 15 seconds long.

- We want to catch our audiences' attention to stay and watch the whole episode.
- Then cut it with OOB (Opening Break Bumper) and then move to the introduction and followed by the entire video.
- Watch the [first 45 seconds of this video](#) to see what it should look like.

❑ Color Correct/ Color Grading - This will improve the general appearance of the Podcast video and make it look more professional and appealing to watch.

If there are 2 or more camera angles provided, make sure that the color balance for the A roll matches the others.

- Watch these How-to video tutorials in [Premiere Pro](#) and [After Effects](#)

❑ Cut pauses, dead airs, long breaks and unnecessary scenes. Look into Parker Walbeck's video on how he usually cuts these pieces.

- Watch these How-to video tutorials in [Premiere Pro](#) and [After Effects](#)

❑ Insert lower thirds - In most cases, we add the lower thirds while the person is being introduced. If this is inappropriate, add this whenever you deem fit. Use our [standard lower thirds](#)

❑ Reset the audience's attention every 10 secs. Do not make them stare at the speaker for more than 10 seconds without any visual support (b-rolls, photos, screenshots, text animation, motion graphics).

❑ Watch this [14 min video](#) from Parker Walbeck to see the basic workflow we want to add in our videos

- Note: login on YouTube using your BlitzMetrics account

❑ Add call to action - check out relevant websites and social media to drive leads or promote their brand.

- Note: Follow the client's color scheme/codes if they have one.

❑ Create a thumbnail for YouTube (1920x1080). Consider the color palette/scheme for each Podcaster.

See examples below:



Note: We want to have the same creative approach for all episodes for consistency. Do not use stock images and copyrighted background music

***B-roll tips:***

When editing interview videos, we want to show the thoughtful, listening expression of the interviewer no less than every 6 seconds, so the audience knows who is being interviewed and who is the interviewer. That way, we can generate authority. That quick clip can be just one second and it doesn't have to necessarily be from that particular moment—it can be from any point in the interview. When the figurehead/s that is in the interview owns multiple companies, we want to choose the role that's most appropriate for this interview.

# Speaker Reel

A sizzle reel is designed to make you look HOT. (Sizzle? Get it?) This kind of video is all spectacle with sprinklings of knowledge throughout. This means tons of third-party validation in the form of pictures and videos of you **DOING** whatever it is you're trying to sell. These images and videos combined with fast cuts, cool transitions, graphics, and high intensity music can communicate high impact authority in less than a minute. Speaker reel tasks are for senior video editors.

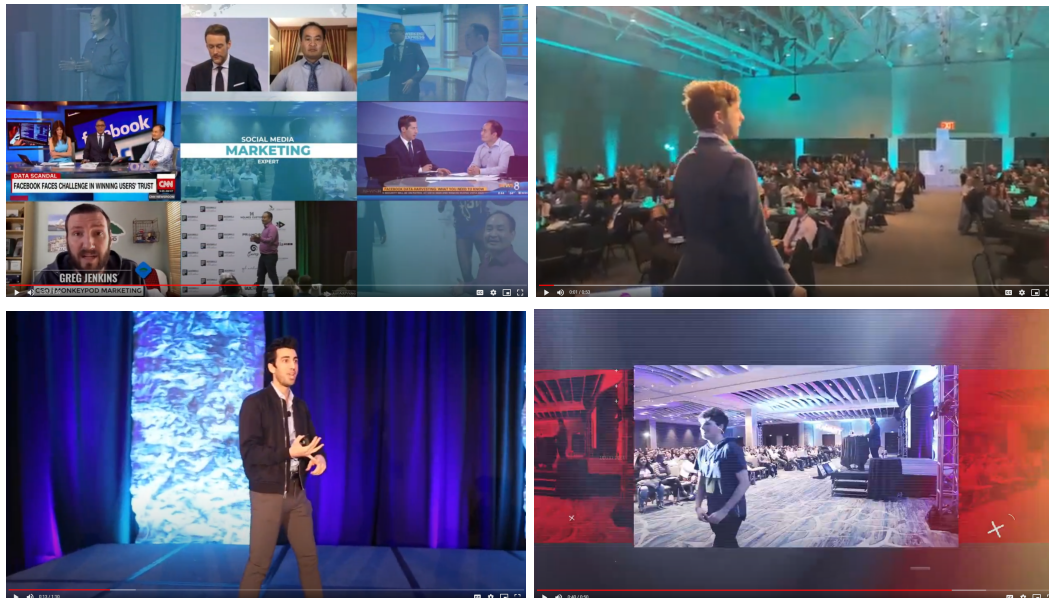
## Two Types Of A Speaker Reel

**Sizzle Reel** - high authority, quick shots within 60 seconds, no vocal/ speech sound. Purely music and effects.

**Mission Reel** - two to three minutes where we allow more narration from the speaker and high authority figures. Its objective is to showcase the client's **BEST** works and how they contribute to their industry. Our job is to provide context, create awareness, and establish authority for the speaker featured in the reel.

Speaker Reel Examples:

[Speaker Reel Folder](#)



## How To Edit A Speaker Reel

1. Read and review the client's vision and mission.  
Be sure to showcase it in a span of one to three minutes.
2. Gather all high authority assets and materials that you will use in the speaker reel.
3. Choose sound clips or video clips that showcase the client's core messages.  
Two to three minutes is a short time period to deliver the HUGE vision of the client. Don't waste it adding lousy materials.

A great speaker reel edited to bad background music will have your audience tune out before the video ends. Make sure to use the most appropriate music in the video. You must also know your audience well. Will they respond more to fast-paced music beats, or slow and elegant orchestrations?

4. Add a hook at 0:00 to 1:00 of the video project.  
Find a moment that immediately tells the audience what value they're going to get from this video. It should have:
  - ✓ High Authority (audience, stage, lights, professional shot).
  - ✓ What the video is promoting.
  - ✓ A line or quote that will catch the viewers attention and provide them with value.

You can use the hook to set up the rest of the video. Foreshadow what the video is going to be about and show a small piece of the larger puzzle that is this video.

5. Color Grade/Correct When Necessary
6. Add high authority clips at 0:11 to 0:59 of the video project.  
Find footage that will help the audience connect authority with the person speaking. This is typically videos from news networks, previous speaking engagements, and seminars.  
Always use materials (images or videos) that have an impact on the reel.
7. Add testimonial clips at 1:00 to 1:30 seconds Add Testimonies (1:00 - 1:30) of the video project.  
These videos should be more high-authority videos talking directly about the speaker. Find videos of high-authority people (within the speaker's field) giving praise and positive testimonies.

Get your materials in the client's content library; you can usually find it there. If you're having trouble finding it, send an email or Skype to your senior editors. Add a lower third to the person giving the testimony.

8. Add closing remarks at 1:31 to 1:40 of the video project  
The video Final clips of speaking engagements, and authority videos giving the audience more pieces of info to tantalize and engage.
9. Add Call to action (1:41 - 2:00)
  - This is a moment in which the speaker encourages the audience to take action.
  - This is direct but subtle because the speaker is telling the audience in the video to “try these methods, or give it a try.”
  - With sizzle reels, it’s often encouraging to try their methods.
  - This can also be as simple as a “thank you.”

## Sizzle Reel

A sizzle reel is designed to make you look HOT. (Sizzle? Get it?) This kind of video is all spectacle with sprinklings of knowledge throughout. This means tons of third party validation in the form of pictures and videos of you **DOING** whatever it is you’re trying to sell. These images and videos combined with fast cuts, cool transitions, graphics, and high intensity music can communicate high impact authority in less than a minute.

### Sizzle Reel Example:







- [Mark Wagner's LinkedIn Sizzle Reel](#)

### When Editing a Sizzle Reel:

#### 1. Find the hook (0:00 - 0:06 seconds)

- Find a moment that immediately tells the audience what value they're going to get from this speaker. This should have:
  - Authority (audience, stage, lights, professional)
  - The person the video is promoting
  - A line or quote that will catch the viewers attention and provide them with value.
- You can use the hook to set up the rest of the video.
  - Foreshadow what the video is going to be about.
  - Show a small piece of the larger puzzle that is this video.

In the example, the video starts with Dennis Yu speaking on a professional looking stage, saying "I want to show you how it actually works, to use facebook for inception." This quickly grabs the audience's attention and encourages (or hooks) them to commit to the rest of the video.

#### 2. Establishing Authority (0:06 - 0:30ish)

- Find footage that will help the audience connect authority with the person speaking

- i. This is typically videos from news networks, previous speaking engagements, and seminars.

In the example, Dennis is introduced on CNN, and is shown in front of large crowds giving winning pieces of information. This gives the audience a sense of scale to compare the speaker to. The larger the crowds and authority figures, the larger the speaker becomes. Which also keeps the audience engaged and listening.

### **3. Testimonies (0:33ish - 1:14ish)**

- a. These videos are of more high authority videos talking directly about the speaker. Hying him up.
  - i. Find videos of high authority people (within the speaker's field) giving praise and positive testimonies.

In the example, Dennis Yu is show next to Billy Gene, as well as George Leith, Mari Smith, Michael Stelzer, all of who are giving tons of praise to Dennis.

### **4. Closing Remarks(1:14-1:20)**

- a. Final clips of speaking engagements, and authority videos giving the audience more pieces of info to tantalize and engage.

In the example, Dennis Yu says, "I've done digital marketing, since the beginning, for 20 years, this is the most valuable tip I have ever seen.", "Don't forget the basics, one minute videos, 1 dollar a day, content library."

### **5. Call to action (0:50ish-1:00ish)**

- a. This is a moment that the speaker calls out the audience to take action.
  - i. This is direct but subtle because the speaker is telling the audience they are addressing in the video to "try these methods, or give it a try".
  - ii. With sizzle reels it's often encouraging to try their methods.
  - iii. This can also be as simple as a thank you

In the example, Dennis Yu says, "Suspend disbelief, try it, just try it." Which ends with a title card coming up, and the loud thunderous applause of the audience.



**Once you have cut the video together add these elements:**

**1. Graphics**

- a. This video must be able to communicate information about the speaker quickly and effectively. Graphics listing titles, and notable authoritative mentions is another excellent way to increase authority.

**2. Music**

- a. High energy music that matches the speaker's personality.

**3. Captions**

- a. These videos must work with sound off so add captions on the bottom so people can read what the speaker is saying.

**4. Additional Authority**

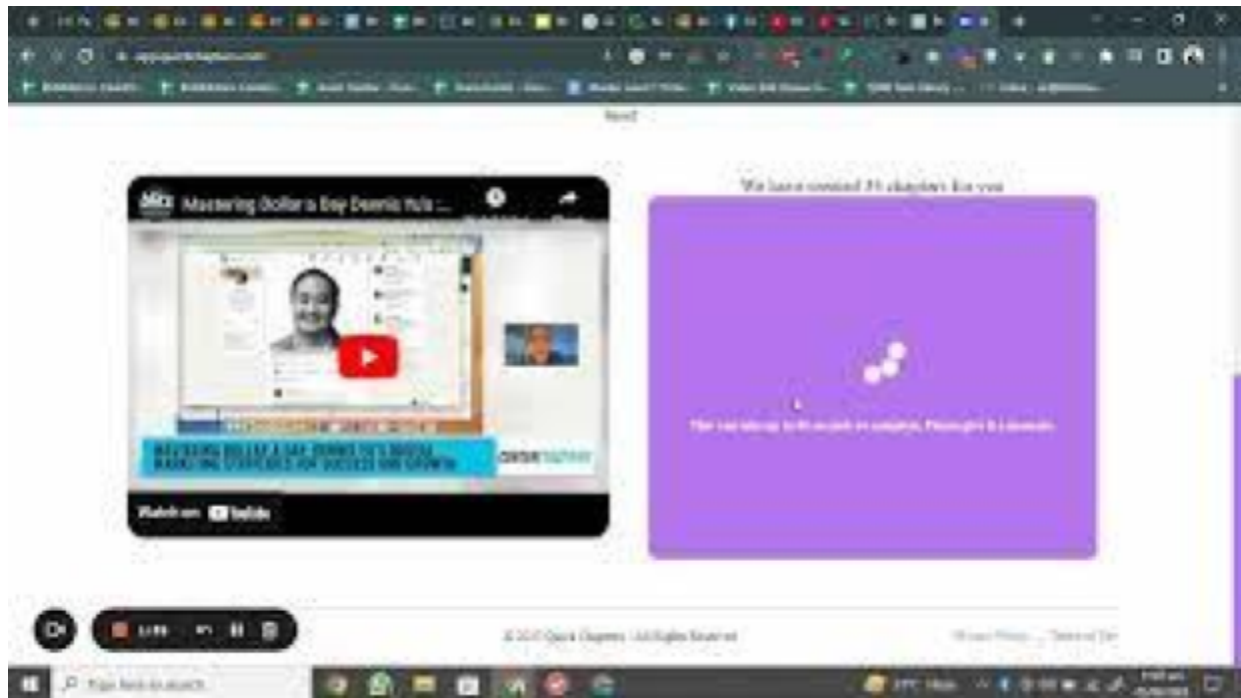
- a. These can be photos or videos, but intercut these assets throughout to add visual flair, and give visual context for what is being said.

## **How To Edit A Video For YouTube Or A Landing Page**

1. Understand the content so that you don't simply add random B-rolls or animations to the video.
2. Start with a hook. This can be around 10-15 seconds long since YouTube videos usually run longer than FB and IG videos. Then transition to the main video with an OBB (Opening Bumper).
3. Always follow the client's branding colors.
4. Alter the video to the desired format 16:9 or 1920x1080.
5. Remove unnecessary chatter, scenes, and dead air.
6. Ensure our client looks and sounds professional.
7. Add lower thirds of the speaker when necessary. Place these whenever the speaker is introduced or introduces him/herself.
8. Add captions. Run the video through Descript.
9. You can also use YouTube's auto-generated captions.
10. Always double-check spelling, punctuation, and other grammatical errors, as we want to minimize the number of iterations.
11. Color grade/correct when needed.
12. Add relevant B-roll, superimposed text, or graphics. Do not use stock images.

13. Let the audience see what the speaker is saying. Do not make the audience stare at the speaker for more than 10 seconds without any visual support (B-rolls, photos, screenshots, text animation, motion graphics).
14. You can also punch in or punch out of your subject to keep your viewer oriented in the space.
15. Add minimal background music. Do not use copyrighted music.
16. Not throughout the entire video.
17. Add a call to action if needed, according to the content and purpose of the video. Add appropriate tail slides if needed.

## How to Make Timestamps for YouTube With One Click



# Quick Chapters Step-by-Step Checklist

Quick Chapters is a powerful tool designed to simplify the process of extracting timestamps from your YouTube videos. This checklist will guide you through the steps to make the most of this handy tool.

## Step 1: Introduction to Quick Chapters

- Begin by opening Quick Chapters, a tool for extracting timestamps from videos.
- Note that Quick Chapters is a one-click tool for simplifying this process.

## Step 2: Choose a Video

- Select the video from which you want to extract timestamps.
- Copy the video's YouTube URL.

## Step 3: Open Quick Chapters

- Open the Quick Chapters tool.
- Paste the YouTube URL into the designated field.

## Step 4: Verify YouTube URL

- Check if the tool accepts the YouTube URL.
- If it says the URL is not valid, make sure the URL is correct and try again.

## Step 5: Configure Timestamp Details

- Choose the title format for your timestamps. Options include professional, funny, conversational, and academic.
- Select the chapter size: long, medium, or small.
- For simplicity, keep the title format as "normal" and chapter size as "normal."

## Step 6: Generate Timestamps

- Click on the "Generate" button to create timestamps for your video.
- Wait for the tool to process and generate timestamps.

## Step 7: Review Timestamps

- Check the generated timestamps, which may appear at various time intervals in the video.
- Make sure they accurately represent the content of your video.

### **Step 8: Edit Timestamps (Optional)**

- If necessary, click on a timestamp to edit its title.
- Make any changes to ensure accuracy and relevance.

### **Step 9: Embed Timestamps into YouTube**

- Copy the timestamps you've generated and edited.
- Go to your YouTube video where you want to add the timestamps.

### **Step 10: Insert Timestamps into YouTube**

- Paste the timestamps into the description or comments section of your YouTube video.
- Save the changes to your video on YouTube.

### **Step 11: Verify Timestamps on YouTube**

- Open your video on YouTube and look for the embedded timestamps.
- Ensure they are visible and function correctly.

### **Step 12: Final Check**

- Confirm that the timestamps are accurate and serve their intended purpose in enhancing the viewer's experience.

# Basic Mistakes of a Video Editor

Video editing can be overwhelming at times, especially when you need to edit lots of videos in a day. This leads to "unconscious" errors along the way. Most errors are basic ones that can be fixed right away if you double-check your videos each time you finish them. If you're just getting started in video editing, here's a list of the basic mistakes that you can avoid:

## Before Editing

- ☐ Usage of low authority videos for speaker reels.

A speaker reel (mission reel, sizzle reel, testimonial reel, keynote speaker reel) is a short piece, usually 2-3 minutes long, of edited video or film footage showcasing a person's previous work.

We should use high authority videos for this. This is to display the credibility and edge of the speaker or the event. Using low authority videos as b-rolls will make it look like the opposite. Please see here how to consider a high authority video.

So, before editing, editors must compile the high authority videos that they can use for the showreel.

## During Editing

- ☐ Weak introduction of the video

This is where we often lose the viewers. The first 3–5 seconds are the most precious seconds of the video, whether it be a showreel or a one-minute video. Most beginners in editing don't pay attention to this. They use a weak introduction in a one-minute video, such as starting it with a question or a "bumper." Please see here what a bumper is. In our case, we use a "hook" as a strong intro. Here's a video explaining what a hook is. For the showreels, not leading with the highest authority shots makes a weak intro.

- ☐ Missing lower thirds

A lower third is a graphic overlay placed in the title-safe lower area of the screen. It

contains the basic information of the speaker, such as their name, title, and the company that they represent. Without this, viewers will be clueless about who is present in the video.

- ☐ Editing videos that are not mobile-friendly. Nowadays, most viral videos are found on Facebook. It is important to optimize videos based on Facebook's standards, such as the updated dimensions of videos. Currently, there are two sizes that are used on Facebook -- square size and portrait size. Using either of the two is an advantage rather than posting your videos in the default size.
- ☐ Not working in a sound-off environment. Being one of the most used social media websites/apps in the world, you can see lots of people browsing Facebook everywhere, whether it be in restaurants, train stations, beach resorts, or anywhere as long as they have a data signal. But since most people use it in public places, they aren't fond of watching videos with the volume on. Thus, creating videos that will work in a sound-off environment is an advantage. Besides, you don't want the viewers ignoring your video just because they can't understand what it's all about when it's muted or they need to get their earphones just to watch it, right?
- ☐ Usage of stock images/videos as b-rolls.

One factor of a good video is personalization. Personalized videos make it easier to market your products or your event and make them more engaging to watch. Showing a part of yourself and what you do in your videos will build trust with your viewers. Using stock images and videos as b-rolls will create the opposite.

- ☐ Weak audio - echoey, robotic

Raw videos with background noise automatically need to be edited on Adobe Audition or any software/app that can enhance audio. But echoey and robotic audio is also wrong.

- ☐ The background music is louder than the speaker's voice. In relation to the audio, it's a major no-no to have a higher volume of the background music

than the speaker's voice.

### **After Editing:**

- ☐ Fail to check the caption on the first iteration.

This is a mistake that can easily be fixed if the editor rechecks it after exporting. It will help save time for the proofreader if the editor can fix the wrong grammar, capitalization, and usage of punctuation marks, reducing the time spent sending the video back and forth just because of these basic errors. And with the help of Descript, it makes captioning a lot easier.

- ☐ Not using the proper naming convention.

We normally use a proper naming convention, so we won't get lost over which one is the updated version. So just using a general name, such as video1.mp4 or How to Create a Lower Thirds.mp4, for the video will cause problems eventually.

## **Video Editor's Responsibility**

As our team is completely remote, it's important we all follow these systems and expectations to ensure we work together as a cohesive team. As a member of a team, you must understand that these are non-negotiable expectations.

### **Communication is KEY**

We expect our team members to respond to messages in less than 24 hours, Monday to Friday. This is non-negotiable and super important, as we need to be able to communicate and manage clients in a timely fashion.

### **Project Management in Basecamp**

We use Basecamp as our main dashboard for any business-related tasks. It's important that you are keeping your tasks up-to-date.

### **Our Promise To You**

In return, you can expect from us all the following: Payment on time, every time (unless there is a valid and justified reason for its delay).

**BONUSES:** We give incentives to those who perform and also level up/promote those who deserve it. We will definitely see your hard work, even with our managers' busy schedules.

### **Complete Support And Assistance**

We have every resource available for you in case you get stuck or lost. You can always reach out to your Team Lead if you need further assistance. We handle all of this for you so you can focus on your zone of genius—getting amazing and reliable output following the GCT of the client. But please note that we highly encourage you to take the initiative to study and learn on your own. Our workflows and systems make your job easier, and our promise to you is that we will never stop optimizing and improving those systems (so your feedback is important). At the end of the day, we need to get results for clients (aka make them money) and keep them happy to minimize client churn.

We're here to deliver incredible results for our clients, so there are some certain expectations we have of you as a team member that are essential to communicate.

## Tools:

### Video Editing Queue Sheet

Since we are dealing with a lot of content, we have the Video Editing Queue Sheet to keep track of each one. Before starting with any project, make sure to check this tracker to see where any particular content is, just to make sure you are not working on a duplicate.

### Basecamp Basics

As a member of our team, we need you to use our systems. Everyone has their own way of doing things, and the problem with that is that it becomes very difficult to coordinate with everyone else if no one knows why or how you're doing things.

That's why we've developed a strategic Basecamp workflow. They're in place for a reason: to standardize our processes and streamline workflows, but also to streamline communications. By knowing what is going on, what comes next, and when it should be done, everyone on the team can work together more effectively.

When working on a client project, it is very important to understand that when a new client is onboarded, a client folder is set-up in the [drive](#), with subfolders labeled as below:

- ASSETS
- RAW VIDEOS
- EDITED VIDEOS

## Billable Time



As a video editor, you must also be productive. The tasks that are billable are tasks in which you need to be involved. If you are waiting for a download or a render to finish, you must be doing other productive tasks while waiting. If you run out of tasks while waiting for your files, then you must make sure that you turn off the TimeCamp timer to not include waiting time on your invoice.

Here is a short summary of what is billable and what is not billable. Keep in mind that there may be other categories.

Task	Billable in TimeCamp
Understanding the video brief	Yes
Creating a Basecamp To-do	Yes
Setting up the downloading of files	Yes
Waiting for files to finish downloading	No
Editing	Yes
Waiting for videos to finish rendering	No
Setting up the uploading of files	Yes
Waiting for videos to finish uploading	No

## Understanding Video Editing Pipeline

- Briefing
- Review of Assets
- Assigning the Task
- Video Editing Phase
- QA by Video Team Manager
- Approval
- Client's Review
- Revisions Required

This process in Basecamp connects creative strategy with our video editors in order to produce and finish the videos for our clients.

The creative pipeline is the video editing pipeline that powers all of our content creation.

**BRIEFING:** This is where our Video Lead loads the briefs ready for Project Management to take over for Video Editing.

**REVIEW OF ASSETS:** This is to send the template, call to action, bumper, lower thirds, or whatever assets to use in the video to the client. This will reduce the revision at the

end of the process since the assets we will use are presented to the client before applying them in the video. Then this will be done by the Video Team Lead since they know where all video assets (templates, logos, and CTAs) are kept and what assets to use.

**ASSIGNING THE TASK:** Once the video brief and assets are done, then the video team lead can now assign the task to editors.

**QA BY VIDEO TEAM LEAD:** After the video editor sends his iteration on Basecamp, VTL can now check if the correct assets provided are used and if the video has been edited well following our internal checklists.

**APPROVAL:** Once VTL approves the video, the Project Manager or the video lead will share that with the client for his review, or if it's an internal video and that is approved, then it is ready to run through all the content factory stages, and the same goes for the client's videos as well.

## Video Production Guidelines for Courses

### Tips for Shooting Videos for Online Programs

When creating a video program, quality is one of the most critical factors. These are our guidelines, which might also be applicable to yours.

#### Visual

Check your settings: shutter speed, aperture, ISO (should not be more than 1.5k for DSLRs), white balance, color setting (applicable to video - capable camera with adjustable settings).

- 1080p, 24 or 25fps - The value of the shutter speed must always double the value of fps

Commonly used settings

- ☐ 24 fps, 50 shutter speed
- ☐ 60 fps, 120 shutter speed
- ☐ 120 fps, 240 shutter speed
- Always use a tripod for stability.
- Camera is an eye-level medium shot.

- Professional sound - use a lavalier mic or, if you're using an audio recorder or in-camera recorder, use a dead cat (wind noise usually heard when shooting outdoors).
- If the video will be shot in front of a green-screen, be sure that your setup matches the background image that will be used. (e.g., on a couch with a background of a living room). Do not wear green clothes or use green props.
- Keep the background clean - minimal amount of table in the frame (just the edge of it) or, rather, keep it plain.
- Natural color (3200K-4000K)<sup>3</sup>

### **Ideal look:**



Use a bright white background, equal soft light, and some color against the wall to break the white and separate the subject from it. Preferably include plants and natural wood, and wear a darker shirt (dark blue, grey, black) with no major patterns-- a natural, bright, and aesthetic setting. If there isn't a bright background, please use the same notes as above but for the darker background.

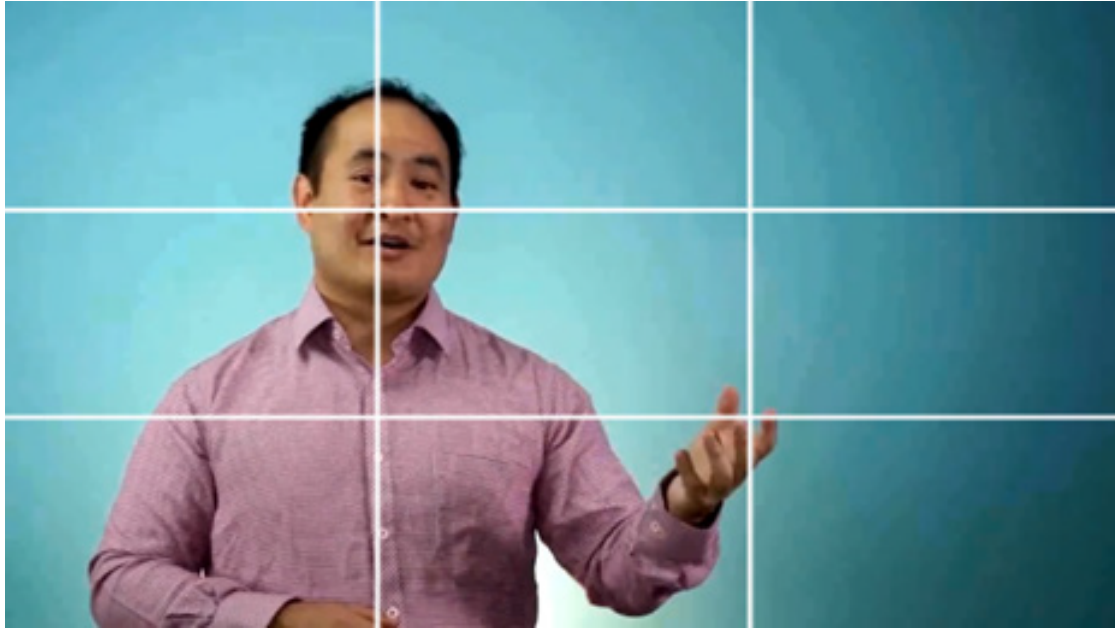
***Try to avoid a bright exterior background when shooting indoors and vice versa. This is for the white balance and exposure.***

***When filming they also have a forelight to brighten the subject's face, and front facing body.***

## **Recording**

Try to follow the rule of thirds, where you would divide the screen into three parts vertically and place the subject's face on the top-left or top right intersection.

This will give the editor some space for superimposed text. See sample below.



***Note: If you're capturing at 4k quality, try to give space on the video since the editor can zoom in with virtually no quality loss.***

- If you have a couple of cameras recording, record them completely from start to end and clap at the beginning of the recording so it will help the editors sync them much more easily.
- Try to leave 3 to 4 seconds of dead space before proceeding to your agenda at the beginning and end of the video. (It will help editors to eliminate background noise from the surrounding areas.)
- Clap once. Clapping at the beginning of the video helps editors to sync when you're using more than one piece of recording equipment.
- Try to use multiple cameras. This will help editors cut out unnecessary bits of the video without making it look choppy.
- Always check focus before pressing the record button. Use the zoom feature to check focus. When in auto mode, the camera only focuses on whatever is in the center.

## Sound

- No background noises or hums (usually come from electronics, appliances, environmental noise, and mic setup issues).

***Check this by doing a test recording. Listen to the recording and check if your voice is audible enough. Also check if the background noise is too distracting.***

- Little to no echo (usually comes from un-dampened hard surfaces in your recording space or from recording in too big of a space).
- Try to speak somewhat slowly so that you're more audible. (Remember, you're trying to reach them with your topic, and you're not in a race to finish.)
- Don't rest your microphone on the table or anywhere it might get bumped or moved. It may pick up any noises from being bumped. We recommend that you use a shock mount or put it in a place where it would not be moved nor receive any noise other than your voice.

### **Good delivery includes:**

- Straightforward speaking style with very few “umms” and “ahhs”. Use an enthusiastic and energetic tone of voice. Recording equipment can strip some energy from your performance; aim to deliver a little more enthusiasm than usual.
- Clear pronunciation of words and use of pauses to emphasize important points.
- For the interviewer, don't talk until the speaker is done talking.

## Editing

Add the title of the program. Make sure that the title will stay on the screen long enough for people to read it at least 3 times (see sample below).



Chapter 7 - Lesson 1 (04:25)

Superimposed text or graphics are great to emphasize important points in the topic being discussed.

These are texts or graphics that appear on screen during a video presentation (see example below).

This makes your video more engaging, and it also helps the viewer remember the content of the video by adding a visual component to it.



***Add lower thirds - make the lower thirds stay on the screen for at least 5-6 seconds so the audience will have enough time to read it.***

**Add background music** - We highly recommend non-copyright music. Adjust volume to 20% and be sure that it will not overpower the voice of the speaker. You may increase its volume in the intro (where the title of the video is shown) and at the tailslide part (if there is one).

## Exporting Videos

Once you've created your video, you should consider compressing it to reduce the file size as much as possible (try your best to not lose its quality). This will make your upload and download speed of your video much faster. You can use any video editing software you prefer. We recommend using [Format Factory](#) (it's free and works for both Windows and Mac).

[Download it here](#)

Note that MP4 is the most popular and widely used file type across all browsers. We highly recommend using that.

Ideal file specs for editing and compressing your videos:

- Video Codec: h.264
- Resolution: between 640px and 1920px wide
- Bitrate: 5,000-10,000 kbps. The higher the bit rate, the better the quality
- and the larger the file.
- Aspect ratio: 16:9 works best for programs and landing pages.

#### Audio

- Codec: AAC (Advanced Audio Codec)
- Sample rate: 44.1kHz
- Channels: 2-channel Stereo (not surround)

## List of Shots That All Public Speakers Should Get When They are on Stage

This will serve as a detailed checklist that gives the video a sense of direction and gives our editors the best materials to produce a high quality one-minute video.

In the editing phase, selected shots are assembled into a scene, and scenes into the final piece. The editing is done in such a way that the video is told most effectively.

**Extreme close-up shots** show only a part of a character's face. It fills the screen with the details of a subject.

**Close-up shot** shows a character's face and shoulders. It is close enough to show subtle facial expressions clearly.

**Medium shot** shows a character's upper-body, arms, and head.

**Medium wide shot (American shot)** usually cut off across the legs above or below the knees. It is wide enough to show the physical setting in which the action is taking place, yet it is close enough to show facial expression.

**Wide shot (full shot)** shows an entire character from head to toe.

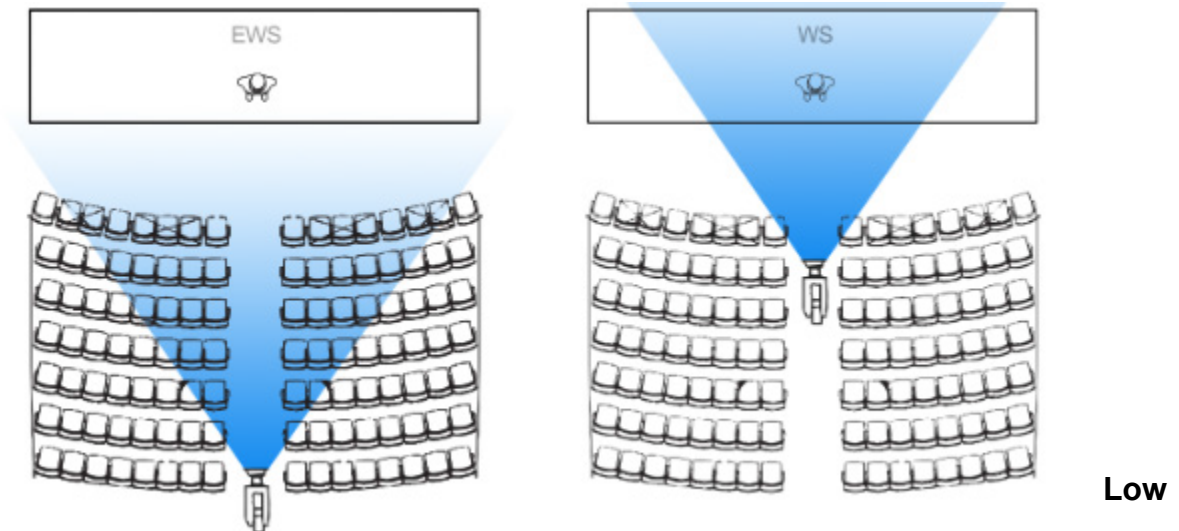
**Extreme wide shot (long shot)** shows a broad view of the surroundings around the character and conveys scale, distance, and geographic location.

***Capture the speaker being introduced and walking up the stage.***



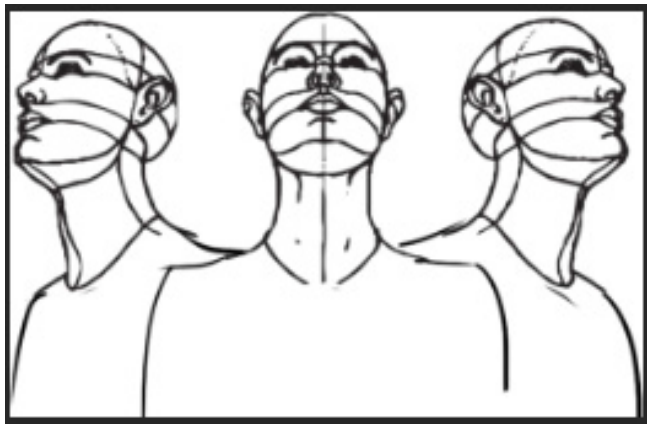
## Stage Videos

Static frontal EWS (extreme wide shot) or WS (wide shot) Use tripod for stability



### Angle MS (mid shot)

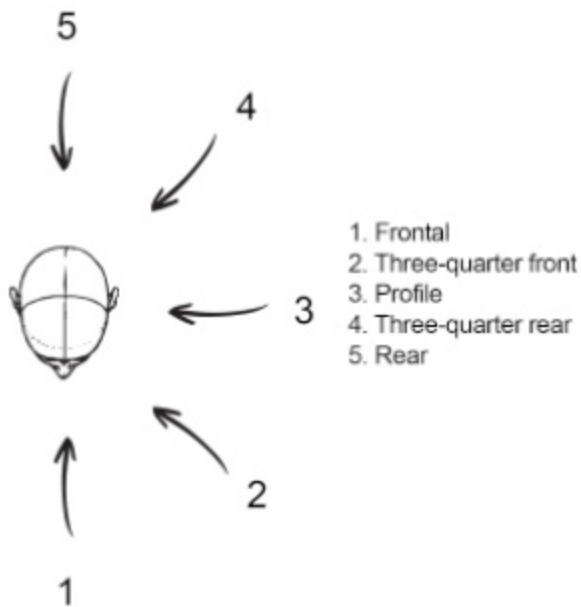
The camera is placed below eye level, looking upward. A low angle shot (upshot) can make a character look bigger, stronger, or nobler. It also gives the impression of height.



Tracking MS (mid shot ) or MWS (mid wide shot) (1-5)

Tracking shot is any shot where the camera follows backward, forward, or moves alongside the subject being recorded.

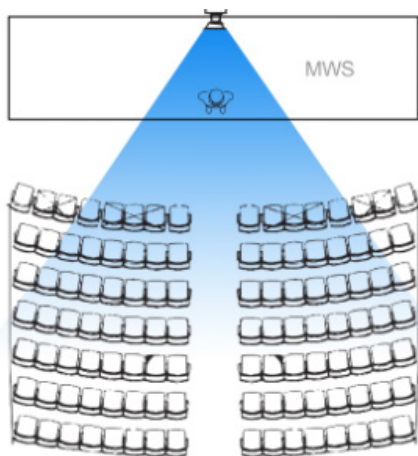


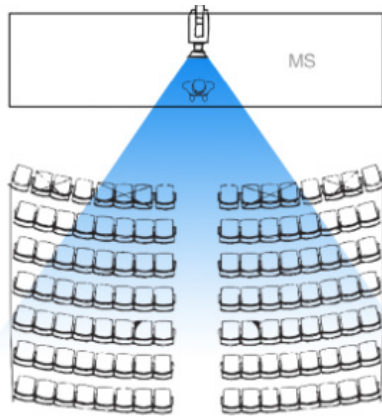


### In the audience

EWS (extreme wide shot), WS (wide shot) or MWS (mid wide shot)

### Rear MWS (medium wide shot) and MS (medium shot)





## Talking to the audience

Three-quarter rear is an angle from behind the talent's head, but some facial features (i.e. the tip of nose) are still visible.

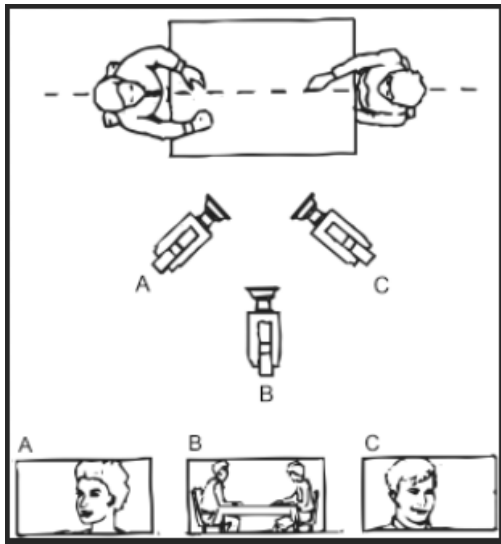


the nose

**Answering questions in the hallway**

OTS (over the shoulder) MS and CU

**Over-the-shoulder shot** is a close-up of a character as seen over-the shoulder of another person in the foreground.



### **Action shots/candid shots**

This can be used for B-rolls

**Special moments defined by the speaker- audience participation, use of props, particular locations to shoot from**

**For Story Videos, Medium shot** is best. An editor can easily adjust this to close up shots (if needed) to produce a better quality output. If 4k resolution is available, provide a medium wide shot instead.

## **Recording Tips for Testimonial Videos**

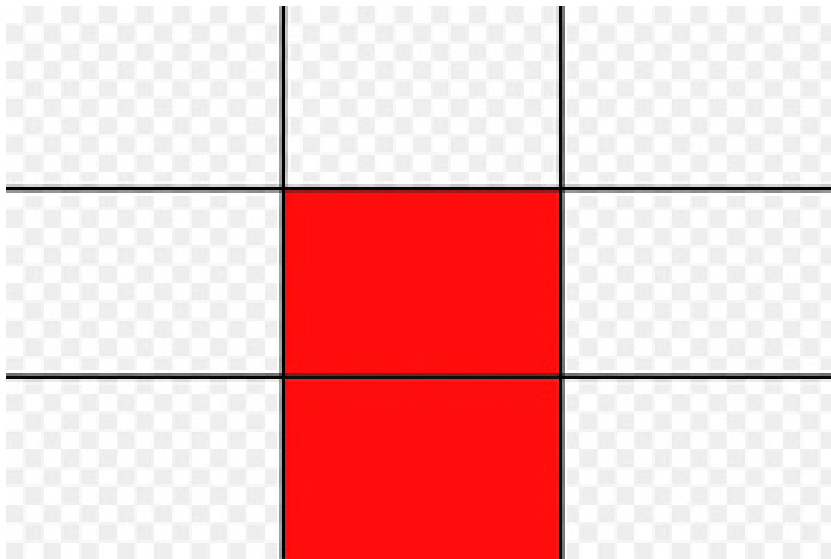
We don't always need the highest quality video you can make, but be cautious about how you record your video. Lights, background noise, and your position towards the camera. Because this is a testimonial video, we need to be as genuine as possible, but it wouldn't harm you or anyone to make it look good; it just increases your production value.

### **Some tips for your Testimonial Reel:**

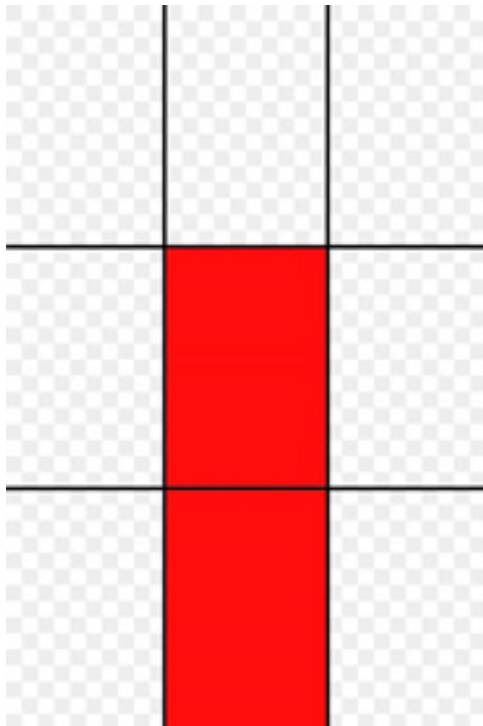
- Try to leave some space for us editors to crop, zoom in your videos. (so we can use it either in a 16×9 or square aspect ratio)

### **If you can try to fill the red box:**

Landscape:



Portrait:



- Lighting - Lighting is an essential part of the video, you can either use natural light or artificial light. just be careful on choosing where you would record your video.
  - Don't record against the light or recording in direct sunlight can also make you notch your face when recording.
  - If you're using a light source, don't put it too close towards yourself.
- Record where you feel comfortable. Not being cautious towards anybody who's

with you.

- Shoot a couple of takes even if it's the same.(Safety shots)
- If you can, try to record in a quiet environment which has no other voices other than you or any background music.
- Leave a dead space, meaning you're quiet in the first/last 3 seconds before and after your video(hit the record and position yourself towards the camera and then speak)
- Speak more clearly
- If you have B-rolls on your video. (2nd angle) record full length of your B-rolls with your main cam
- If you're using an external audio, 2nd camera angle, clap once in the beginning to help sync the media.
- Scripts - If you can try to have a script when recording it helps eliminate unnecessary word fillers and would give you a direct topic on your testimonial.
- Folder Creation: If You're recording yourself with more than 1 camera/audio recorder. Have a separate folder for each of the recorders you would be using.

Videos are just one component of content marketing. Now that you have learned about the various components of video processing, it's time to learn how to run processed video through Stage 4 of the content factory.

## Amplifying Video

- ☐ Use \$1/day on Facebook to make sure your video is seen by the people who will engage with it.
- ☐ Micro-target selected audiences to match the content.
- ☐ Learn how to boost posts effectively on the internet. Check out our Dollar a Day program. <https://blitzmetrics.com/dad>

*Thank You!*



