



I'VE SOLD THIS! WHAT'S NEXT?

AWESOME! YOU JUST SOLD A VIDEO! NOW WHAT?

PLACE THE ORDER IN ADPOINT AND THROUGH OUR PORTAL

One of our creative producers will connect with you via email.

SCHEDULE A 10-15 MINUTE KICK OFF CALL WITH YOUR ASSIGNED PRODUCER.

Provide them with the details about your client, their needs and their project. You'll want to cover bases like the following (and it's ok if you don't have these answers yet during the call):

- Who's your client?
- Why do they want a video?
- What package did you sell them and why?
- Where will the video(s) live?
- What's their overall messaging they want to convey?
- Do you need help with creative development or do you just need us to help manage the technical production aspect?
- Is there a shoot date?
- Is there a deadline for when the video needs to be completed?



PLAN THE SHOOT DATE.

We need at least 5 full business days notice to schedule a shoot. However, the most successful shoots typically allow for at least 2-3 weeks of pre-production — and we've never had a client regret having more time to plan their video.



COMPLETE THE SHOOT PLAN DOCUMENT.

The shoot plan document outlines what we agree to capture and deliver to the client. It's also how we ensure the project stays in scope. Fill out the document as best as you can and then your Lightswitch producer can help you fill in the blanks.

The finalized shoot plan is due at least 3 business days before the filming date, but the more time your producer has to ask followup questions, spot any problems, and prepare our production team, the better. If the shoot plan is not returned with enough time to prepare, the shoot may be rescheduled. We want to help avoid rescheduling, so please reach out to us for help ahead of time if you need it.

SCHEDULE AT LEAST ONE QUICK CALL AMONG YOUR CLIENT, ASSIGNED PRODUCER AND YOURSELF.

Our producers can help you manage client expectations, improve on filming execution and ensure all of your clients' bases are covered. When all parties are able to get on a call it makes for a smoother process and happier clients.

PLAN TO ATTEND THE VIDEO SHOOT IF YOU CAN.

When reps attend their clients' video shoots, it allows our crews to focus on what they do best and often leads to a better overall shoot experience for the client. It's not mandatory, but we do recommend it.

THAT'S A WRAP!

Take a breath and get ready for Post. The 10 full business day turnaround for the first version of your video(s) starts the next day.



THE DAY AFTER FILMING.

Check in to see if your client has any feedback or notes from the shoot. Make sure everything went well and ensure they had a good experience.

Reach out to your producer to pass along any notes from the clients and make sure they have everything that they need. Did the client give any notes or feedback? If you attended the shoot, do you have any notes or feedback? Did you send over the logo? Branding guidelines?