

VIDEO PRESALES GUIDELINES AND SLAS



TURNAROUND TIMES

5 full business days to guarantee a videographer.

3 The shoot plan is due 3 full business days before a shoot.

10 full business days, from the day after the shoot date or whenever Lightswitch receives all the assets, to turn around first versions of your video(s).

5 full business days to turn around each round of revisions.

THINGS TO KEEP IN MIND BEFORE SELLING YOUR FIRST VIDEO

- Be sure to reach out early if you need a voiceover! It counts as an asset and can hold up your video if you don't plan ahead.
- For revisions, please provide all the feedback in one batch per round.
- Need your video faster than 10 days? We can do it with a rush fee!
- If the shoot plan is not returned by the deadline, the shoot may need to be rescheduled.



TIPS FOR GAUGING YOUR CLIENT'S VIDEO NEEDS

- **Ask for video samples of what they want to determine style.** Examples of work the client likes are a great way for us to determine scope and set expectations. A second camera? Aerial? Multiple crew members? This is the fastest way to spot if their needs go beyond the basic packages.
- **Reach out to sales@lightswitchvideo.com** if you need examples — we've got a video for almost every vertical and industry.
- **It's OK to start small.** Looking to repurpose a grainy 30 minute zoom call into a 15s teaser? Want to film one video first to see how it goes? We're here to make it work for you.

