VIDEO PRODUCTION / 01

BUILD THE BUSINESS AND CREATIVE BRIEF

Give each provider the same non-sensitive starting point. Keep private strategy and participant details out.

A helpful preparation resource from PickYourPro.ai. Fill in digitally or print. Keep your completed copy private.

Business decision, communication goal or result the video should support - no performance guarantee

Intended audience, viewing context and primary message

Distribution channels, general timing and desired call to action

Video types, versions and approximate duration categories for provider discussion

Existing brand assets, examples, tone, accessibility questions and approval owner

Participant and location categories - no customer identities or private details

Preparation only. Not a script, storyboard, equipment or setting selection, production, electrical, rigging or safety instruction; performance forecast; consent, privacy, accessibility, ownership, licensing, fair-use, contract or legal advice.

VIDEO PRODUCTION / 02

MAP PRODUCTION STAGES AND DELIVERABLES

Ask the provider to separate stages, responsibilities, approvals, files and written usage terms.

Discovery and confirmed creative-brief process

Preproduction scope: concept, script, storyboard, schedule, participants and locations

Production scope and provider-led technical, crew, access and safety planning

Editing, review rounds, feedback owner, versioning and acceptance steps

Deliverable types, file formats, captions or accessibility outputs, delivery and exclusions

Authorship, ownership, assignment, licensing, usage, third-party material and release terms

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VIDEO PRODUCTION / 03

PREPARE PRODUCTION AND FINAL HANDOFF

Tick what is ready, then assign owners for inputs, approvals, delivery, archive and open items.

- [ ] Every provider receives the same goal, audience, message and channel brief
- [ ] Credentials, identities, private details and unpublished strategy stay private
- [ ] Discovery, preproduction, production, editing and review are separated
- [ ] Participants, locations and permissions remain with responsible parties
- [ ] Brand inputs, approval owners and accessibility questions are identified
- [ ] Deliverables, versions, formats, rounds and exclusions are written
- [ ] Ownership, licensing, usage and third-party terms will be explained in writing
- [ ] Files, archive, delivery, support and final handoff are covered

Brand assets, participant and location coordination, private permissions and approval owner

Creative brief, stage reviews, feedback consolidation and change-approval owner

Deliverables, source or project files, archive, support, open items and final handoff owner

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VIDEO PRODUCTION / 04

QUESTIONS FOR A VIDEO PRODUCTION PROVIDER

Record how each provider would plan, produce, document and hand off the same business brief.

Creative brief: how will you confirm the goal, audience, message and channels?

Stages: what discovery, preproduction, production, editing and review work is included?

Responsibilities: who coordinates participants, locations, brand assets and permissions?

Deliverables: what versions, formats, review rounds and acceptance steps apply?

Written terms: how are ownership, licensing, usage, third-party material and releases addressed?

Handoff: what files, archive, delivery, support and open-item process applies?

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VIDEO PRODUCTION / 05

COMPARE VIDEO PRODUCTION PROPOSALS

Use A and B in every box after each provider reviews the same goal and deliverable brief.

Provider A / Provider B / proposal dates and shared creative brief

Discovery, preproduction, production, editing and review stages - A / B

Deliverables, revisions, approvals, responsibilities and written usage terms - A / B

Schedule, files, archive, delivery, support, handoff and open questions - A / B

READY TO HEAR FROM PROS?

Create an account on PickYourPro.ai only if you choose, then start a Video Production request. Share the non-sensitive goal, audience, message, channels, production context, brand-input and deliverable brief so participating pros can compete with proposals. Compare stages, responsibilities, creative process, revisions, written usage terms, files, archive, handoff and fit.

One request. Every pro's best offer.

Start a request

Participation varies. A creative-brief, production-context, deliverable and written-usage review may be needed before a final proposal.

Planning guide: https://www.pickyourpro.ai/services/video-production

U.S. Copyright Office: What Is Copyright? (official reference)

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