



The Ultimate Video Editing Cheat Sheet



Step 1: Pre-Production

Prior preparation is key to ensuring you have a good video:

Script

Write a loose script that you'll use to guide you and the flow of your video. Break the script into sections i.e. intro, point #1, point #2, outro.

If you promote your video across social platforms, write scripts that are specific to:

Instagram:

15 sec. maximum

Twitter:

30 sec. maximum

Facebook:

20 min. maximum



Pre-Production

What to shoot

The most important part is to learn how to build a content strategy that will not only attract potential customers but also deliver results for your business.

There are a number of tools that can help us understand what is trending in our market place and what keywords to use so videos appear in natural searches.



We use:

Buzzsumo – shows you the content that performs best. This can be searched by keyword, competitor, trend, most shared and much more. It also gives you access to influencers which you can collaborate with to extend the reach of your video.

TubeBuddy or **Video IQ** gives stats on videos within YouTube, tells us how to get more reach out of the videos we are adding, how to increase engagement on Facebook and YouTube and how you stack up against your competitors. See here our tutorial on how to upload a video to YouTube.



Pre-Production

Titles & Graphics

To create a unique feel and consistency to your videos be sure to create an intro graphic or animation that you can use in all of your videos moving forward. You can easily make these yourself in [Canva](#) - see Tutorial here. Or you can hire us to do this for you.

Writing a Killer Script

To ensure you cover all your points you need to write out a script or list of things you want to cover. Identify your audience, think about what your customer gets from watching this, after all it's not about you it's about them.

Choose the goal of the video: What is it about? Write out the visual elements you require e.g. props, images, screenshots etc. Lead them back to a main page of your website where they can get more information.



Step 2: Production

Lights, camera, action! Now that you have your ducks in a row, it's time to shoot your masterpiece. Here's what you need:

Camera

It's important to choose the correct camera for your video. You can watch this [YouTube video](#) with a few of my favourite camera options for different kinds of shoots.



I use my iPhone and a [Logitech HP Calling Recording](#) so I can get multiple angles to edit.

Stability

Avoid shaky footage by ensuring your phone is propped up on a solid surface. Use a tripod or your trusty selfie stick. The tripod I use is an [Ibstone](#) Tripod.



Location

Use the rule of thirds. Ensure you don't have too much background noise. Consider all the potential pitfalls of shooting in that location and ensure you have a back up plan.



Production

Lighting

Whether you have a professional lighting kit or you're using natural light, always makes sure you're facing the light. Filming with the light source behind you will make your footage look dark and unprofessional.



Audio

If you don't have a professional microphone, keep a camera close by to pick up the audio.

Ensure the room is quiet and limit the background noise as much as possible.

A cost-effective microphone that plugs into your phone is a good idea. If you're looking for a professional mic, I recommend the Boya Lavailier.



Production

Filming

However you decide to film your video make sure you film it in sections and refer back to your script each time. This will cut down editing time. Put all your clips into one folder to ensure easy editing. If you are looking for good video editing software we can recommend a number of tools like [Pinnacle](#) or [Movavi Video](#) which is free.



Reactions

Video that triggers emotion is more likely to be shared on social media, funny moments or outtakes of moments that didn't go so well increases engagement.

Thumbnail

Video thumbnails let the user see a quick snapshot of the video they want to browse. This is one of the most important optimisations for your video as it will attract buyers to your channel. YouTube will create free ones for you but these are limited in choice. There are a number of free thumbnail generators. We recommend [Visme](#) or [Tubebuddy Thumbnail Generator](#)



Step 3: Post-Production

Congrats! You've made it to the final step in the editing process!! Don't pack up the set just yet...

Grab a cup of your favourite brew and be prepared to get creative. Here I will outline some of the top tools you need to get you off the ground.



Organise

First things first is to get organised. You will need to add all your clips into a video folder. These can then be easily added to your video editor.

Review

Check your script. Make sure the clips cover the original script you wrote. If not go back and reshoot those scenes that are missing. Check to see if this adds value to your customer.

Rough Cut

Create your first draft of your video putting the clips in order and trimming these to create a fast paced but clear video. Be patient with this process; greatness takes time!



Post-Production

Bells & Whistles

This is the best part! Get ready to add the polish your video. Here you can add titles, intro and outro graphics, sound effects and royalty-free music. Remember not all channels add text.

Sound Effects:

Search for specific sound effects in YouTube and use a [clipconverter](#) to download the file and add it to your video. You can [use the YouTube sounds effects library](#).

Royalty Free Music:

Visit [Nocopyrightsounds](#) or [Bensound](#) for royalty free music that can be added to your video.

Ready to Upload

Depending on what you're using your video for, you will most likely want to promote it on various platforms. This is when you'll repeat the process above and edit videos specific to each social platform based on the scripts that you wrote in pre-production: Instagram: 15 sec. maximum, Twitter: 30 sec. maximum, Facebook: 20 min. maximum. Remember to create interesting thumbnails for this as well and then get ready to post.



About Pink Elephant Media

Pink Elephant Media are a Digital Marketing Agency based in the UK.



We believe the most important thing any digital marketing agency can do is practice what they preach. If we recommend it it's because we have implemented, tried it and seen results not only for ourselves but for our clients.

At Pink Elephant Media, getting to know you and your company personally allows us to deliver targeted marketing directly to your customers, converting them into paying clients and advocates of your brand. For a full list of our services visit www.pinkelephantmedia.co.uk. You could have more for less than the monthly price of a member of staff!

