



Video

WE
CREATE
FOR YOUR
COMPANY

Preparation Guide &
Checklist

Why?

This checklist was created to help you get a clearer idea about your project and its requirements before reaching out to a video production service like Rainmaker Video.

If you use it now, you will:

Save a lot of discussion and evaluation time with the Rainmaker team.

Save time with colleagues by not having to hold extra meetings that could have been avoided.



***Your video creation process
will be smoother and faster.***

Start using your video earlier.

01. For Which Purpose
Do You Need a Video?

02. What Story, Message, or Idea Do You
Want to Convey?

Video Checklist

03. For Which Platform or Social Media is
Your Video?

04. Reference Videos

05. Quality of the Video and the Length

06. Language(s)

07. Where Do You Want the Video to be Taken?

08. Do You have a Deadline?

09. Your Available Budget

01.

For What Purpose is the Video?

Please discuss with your team and management to be clear for what you want to use the video and what you want to achieve with the video.

- Is it to play at a trade show?
- Is it to be used for branding? (where?)
- Will it be a marketing video that people should click to visit a website?
- Is it a video covering an event you organized or plan on attending?
- Is it an activity you plan to live stream?
- Is it a tutorial or demonstration video for existing or potential customers?

02.

What Story, Message, or Idea Do You Want to Convey?

If you are already clear about how you will use the video, discuss internally if you already have a story, message, or idea you want to convey with your video.

We can speed up the process if you are already clear about your brand message, tone, and style.



"99% of people don't market in the year that we actually live in."

GARY VAYNERCHUK

03.

For Which Platform or Social Media is Your Video?

Be clear in advance if you want a video for YouTube only?

Maybe your customers want to embed the video on shopping sites like Amazon, Shopify, Shopee or Momoshop?

Or for your B2B LinkedIn page? Or for consumers on Facebook, Instagram or TikTok?

Or maybe you want to use your video on all platforms? Maybe you will need several versions with length and style adapted for the different social media.



78% of people watch online videos every week, and 55% view online videos every day.

04.

Reference Videos

Maybe your team or your management have seen videos by competitors or other companies you like.

Let us know if you have preferences in style.

We will advise you if those videos are suitable for your purpose and feasible with your budget.



"If you want people to buy your products, your products have to become part of their environment"

ERIC MCFADDEN

05.

Quality and Length of the Video

If you are clear on the above items, discuss with your team what kind of quality and video length you might need.

We will advise you if your initial discussion works with the purpose of the video and your production budget.



"Business decision makers LOVE online video because it gives them the most amount of information in the shortest amount of time"
ROBERT WEISS

06.

Language(s)

What language should the video be?

Do you need English or Chinese voices?

Or do you require subtitles?



"The beauty of developing a video marketing plan is that you are making it easier for the viewer to be exposed to the information you are trying to communicate"
CHRIS SANDOVAL

07.

Where Do You Want the Video to be Taken?

Do you need a studio or an actual scene at a specific location?

Or maybe your video has to look like it was filmed in a foreign country?

If necessary, we will have to charge extra for location scouting, accommodation, food, and travel expenses.



"Video is an effective form of communication that needs to be integrated into each and every aspect of your existing marketing efforts."

JAMES WEDMORE

Do You have a Deadline?

Is there a deadline by when you absolutely need the video?

Short deadlines could affect the complexity of the video, and we might have to discuss compromises or alternative ideas to meet your deadline.



Video marketers also see 66% more qualified leads in a year and over 50% increase in brand awareness.

09.

Your Available Budget

Try to discuss with your management what budget you can have.

We can't make you a Hollywood-style video on a shoestring budget.

But if you are clear on the above items and your budget, we can find the best solution for your situation.



"It's not what you upload, it's the strategy with which you upload."

WILL KEENAN



5 more important items to check!

There are 5 more important items you should add to your discussion after you discussed above points internally.

Get the entire story by registering to your free online class.

We will explain you all 14 items of the checklist in short and detailed videos. Each video won't be long , we understand you are as busy as we are!

Register Now to our Free Mini Course at

<https://learn.rainmaker.video/checklist>

Knowing The
Needs Of
Buyers Will
Increase
Companies'
Sales And
Profits.
