

We follow what is called a “milestone” method of producing videos for clients. This process means we break the production down into steps, or milestones, and do not start working on the next milestone until the previous is 100% complete. Like a house, we are essentially “building” a video from the ground up starting with a foundation, then a frame, then walls, etc. It is very costly and inefficient to make alterations to the foundation after the walls are put up, and make changes to the plumbing after the wall are put in. Our milestone process ensures our clients are very happy with a final product that was made efficiently and with the lowest costs. Once a milestone is completed, it is “locked” and not revisited again as the process continues.

- 1) **Milestone #1: Booking**
 - a. Pre-booking Meeting – I will meet with a potential client and get as much information about what video is needed.
 - b. Production Bid – I will create a written estimate based on the conversation in the pre-booking meeting and send to the potential client for approval. The bid consists of a description of the work to be done, associated rates and total, and the terms of the contract.
 - c. Deposit – Once the bid is approved, it’s signed by the client and the deposit, if any, is paid.
- 2) **Milestone #2: Scripting**
 - a. Script Creation – I will create a script that will outline exactly what will be seen and heard on the video from start to finish. Depending on the approved bid, this may or may not include storyboards.
 - b. Script Approval – The script is sent to the client for approval and revisions, if any, are made.
 - c. Bid Adjustment - Possible adjustments to the bid may occur should additions or deletions be made that were not specified on the Production Bid. This will need to be approved by the client.
- 3) **Milestone #3: Pre-Production**
 - a. Locations – I will secure a location to shoot the video and the dates/time we will shoot there.
 - b. Crew – We will hire the necessary crew if needed for the production.
 - c. Casting – We will audition and hire the talent that will appear in the video or provide voiceover talent for if needed.
 - d. Approval – Choices of talent and location will be approved by the client.
- 4) **Milestone #4: Production**
 - a. Shooting – The video is shot per the approved script, location, and talent.
- 5) **Milestone #5: Post Production**
 - a. Editing – The video is edited to the specifications outlined in the bid and script.
 - b. Sound Design / Voiceover – Voiceovers are recorded and added if applicable and the audio tracks are completed with music, sound effects, etc.
 - c. Color Grading – The picture is “enhanced” for a perfected image.
- 6) **Milestone #6: Video Approval and Payment**
 - a. Video Screener - A link to the video is sent to the client for approval.
 - b. Iterations – The client will have the opportunity for one free round of iterations up to a maximum of one hour's editing time.
 - c. Payment - Once the video is approved, the remaining amount of the invoice is paid.
- 7) **Milestone #7: Project Delivery**
 - a. Delivery – The final video (and any other files specified in the contract) can be delivered in 4 ways, usually depending on the costs vs. size of the project:
 - FTP delivery and link for download
 - Data DVD
 - Hard Drive
 - Direct to Media Outlet (like a website or TV station)

It’s important that each milestone is carefully reviewed before approval to ensure the production runs efficiently. Needing to backtrack to an earlier milestone (for example: changes to the script after the location is secured) almost always results in unnecessary charges. The point of this process is to “lock in” each milestone and do everything possible to keep from revisiting them.

10/1/2010