

# WELCOME TO YOUR PROJECT GUIDEBOOK!

Your story deserves to be told well. This is where we begin.

This Guidebook is more than a checklist—it's a living document, built to guide our work together. **It's your go-to space for planning, decisions, and updates.** It's where ideas take shape, priorities stay clear, and **all project stakeholders stay on the same page.**

We've designed this with intention: to help you feel confident, informed, and aligned throughout the process. Whether you're a seasoned creative or juggling video production alongside a hundred other things, this guide is here to keep the work moving—and the story focused.

We'll walk you through every step. You'll know what we need, when we need it, and why it matters. ***Let's build something impactful—together.***

## DELIVERABLES

ADD DELIVERABLES HERE

## DEADLINES *(if applicable)*

ADD DEADLINES HERE

## BUDGET + SERVICE AGREEMENT

ADD LINK HERE

[Understanding Our Service Agreement](#)

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# OUR PROCESS

**Our work happens in three stages— Planning/Preproduction, Production, and Post-Production.** Here, you'll learn about your role in each stage and what tasks we need to complete to prepare for the next stage.

## Phase 1: Pre-Production and Planning

### PHASE 1 ACTION ITEMS:

- ☒ Determine Project Scope
- ☐ Accept Service Agreement
- ☐ Complete [Planning Guide](#)
- ☐ After Determining your Cast, Email Lydia to Book Time on Storyteller Calendar
- ☐ Complete Day-Of-Filming Schedule with Lydia

### Step 1: Determine Scope & Deliverables

☒ Good news! This phase is already complete!

### Step 2: Complete the Planning Guide (Our current phase)

- This is one of the **most important and time-intensive phases** for you and your team, but we're here to help! You've received a link to a cloud-based Project Guide Book.
- The [Planning Guide](#) portion of the Guide Book serves as a guide throughout the entire process—it shapes our schedule, interview questions, B-roll plans, and editing narratives.
  - This guide will help you **answer the questions our team needs** to create an effective, high-quality video
  - All final thoughts and decisions should be documented here. Conversations (email, calls, in-person) are for brainstorming, but final details must be captured in the guide.
  - We recommend using this cloud-based version rather than downloading it to Word so that everyone can see **updates in real time.**
  - If the guide isn't completed **at least two weeks before filming**, we may need to reschedule.
- **Stakeholders and Scope Changes:**
  - The guide should **include input from everyone who will approve the final video.**

- Issues arise when one person plans everything, but multiple people have approval power later.
- Scope changes may require additional production/post-production time and can have budget impacts.
- Getting aligned now prevents delays, misalignment, and budget impacts.

## Step 3: Schedule Filming & Production

- Booking timeline: We schedule productions **3–8 weeks out**.
  - Our calendar is booked on a first-come, first-served basis
  - We will share [our availability](#) with you so you can find the best time for your team.
    - Our calendar shows when at least one of our teams is available, but availability can depend on a few factors—like keeping the same team for multi-day shoots or allowing travel time. If your shoot spans multiple days or involves travel, **check in with us first to make sure everything lines up**.
    - If a date is marked as busy, that means all our teams are booked.
- Once you're on our calendar Lydia will help you build out a production schedule that works for everyone.
  - **Learn what we'll consider when building a schedule [here](#).**
- **Resources:**
  - [Choosing your interview locations](#)
  - [Preparing your team for being on camera](#)
  - [Understanding what to wear](#)

## Phase 2: Filming & Production

- Your hard work is done—now it's time for us to execute the plan!

## Phase 3: Post-Production, Revisions, and Delivery

### PHASE 3 ACTION ITEMS:

- ☐ Upload branding/logos/other assets to be included in video [here](#).
- ☐ Confirm titles and name spellings are correct in the Planning Guide [above](#).
- ☐ After receiving first drafts, provide revision notes
- ☐ After receiving final versions, download all videos for safekeeping

## Step 1: Editing

- The ball is in our court. We take the footage back to our editing suite.
- If you haven't already, send us any logos or branding assets you'd like us to use in the video
- Expect your **first drafts in about 4 weeks**.

## Step 2: Revisions

- Once you receive the first drafts, we'll go through up to two rounds of revisions (included in your budget).
- Because of your thorough planning, drafts are usually very close to final!
- Additional revisions can be made but may impact the timeline and budget.
- We will work together to **establish a deadline for revision notes**.

## Step 3: Final Downloads & Footage Storage

- We'll send the final video files for download and use.
- We **store your footage for free for two years**.
- After two years, we'll offer you the option to **purchase raw footage** (if you haven't already) before it's removed from our archives.
- If you already know you want the raw footage, we can provide a quote now.



**Up Next:** Complete your [Planning Guide](#)

# PLANNING GUIDE

## SECTION 1

### The Message

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**Messages designed for everyone reach no one, so it's important we know your audience.**

Who is your audience and what do they care about? What do they struggle with? How do you want them to feel after watching this film? Is there an action you want them to take? Share what you'd like your audience to take away from this video.

*Note: You won't need to worry about writing interview questions! Our team will use the information here in this guide to craft questions for each person interviewed.*

If you haven't already, take some time to go deeper in learning about what makes a memorable, emotional message in our [free guide here](#).

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## SECTION 2

### The Cast

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List the **names and job titles** of your potential cast. Share a blurb about **why you selected them and what angle you hope they'll add** to the message above.

To ensure a clear and compelling story, we **require no more than one interviewee per minute of final run time**. For example, a 3–4 minute brand film should include **no more than 4 interviewees**. This limit helps maintain narrative focus and allows enough screen time for each voice to make an impact.

Please note: If your project includes shorter cut-downs (e.g., 2-minute and 1-minute versions), these are considered alternate versions of the same base piece—not separate videos. The **interview limit applies to the total number of interviewees across all versions**, not per cut-down.

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## SECTION 3

### The Locations

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List the various potential shooting locations for both our interviews and for covering footage/broll.

*When selecting interview locations, we're looking for a sound-controlled location, with enough space to set up multiple lights, cameras, and a microphone. Bonus points if it's a visually interesting or a relevant background. [Click here to see our typical interview setup.](#)*

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#### SECTION 4


## The Visuals

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List the various opportunities there may be for covering footage, or “b-roll.” We think of these opportunities in terms of “scenes” in the final video(s). They might be scenes showing specific business operations, a special event, a customer scenario, or anything that can support the message visually.

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**Thank you!** You’ve just taken the most important step to making this project a success. Our team will be in touch soon to refine details.

 [Notify Lydia](#) when you’re done or comment “DONE” here in the doc.



 **UP NEXT:** Learn more in [Day-Of Details](#)



# DAY-OF DETAILS

## Schedule Building

**We'll work together to create a shoot schedule.** In the meantime, here's a sample schedule to give us a starting point. The most important thing to note is that creating high-quality video requires TIME. Any time we set up for an interview in a new location, we'll require about an hour to set/reset. The best thing we can do to assure we can create high quality footage is to create an unrushed schedule.

If there are any special schedule considerations (for example, one person isn't available at a certain time, the location is only available after a certain time, etc.) please let Lydia know.

**One thing to consider:** If travel is involved and we haven't included lodging in your budget, we'll want to avoid early-morning starts. For example, if your shoot is 2 hours away, starting before 10:00 is difficult.

**IMPORTANT NOTE:** Depending on the season, Storyteller Studios books 3-6+ weeks in advance. If you have a specific date that is not flexible, you may need to book 6-8 weeks in advance.

### ***Time Requirements:***

Load In/Setup for Interview - 60 Minutes

Interview - 30-45+ Minutes

Lunch - 60 Minutes

Broll/Covering Scenes - Vary

### ***Half Day Shoot Sample Schedule***

8:00	Arrive and Setup	60 minutes
9:00	Interview One	30 minutes
9:30	Interview Two	30 minutes
10:00	Tear Down, Begin Covering Scene One	

10:30	Covering Scene Two	
11:00	Covering Scene Three	
11:30	Covering Scene Four	
12:00	Wrap	

## ***Full Day Shoot Sample Schedule***

9:00	Arrive and Setup	60 minutes
10:00	Interview One	30 minutes
10:30	Interview Two	30 minutes
11:00	Interview Three	30 minutes
11:30	Interview Four	30 minutes
12:00	Tear Down	15 minutes
12:15	Lunch	60 minutes
1:15	Covering Scene	
2:15	Covering Scene	
3:15	Change Locations	
3:45	Load In	
4:00	Covering Scene	
5:00	Covering Scene	
6:00	Wrap	

## ***Multi-Day Shoot Sample Schedule***

### ***Day One***

8:00	Arrive and Setup	60 minutes
9:00	Interview 1	30 minutes

9:30	Interview 2	30 minutes
10:00	Tear Down	15 minutes
10:15	Covering Scene	
11:15	Covering Scene	
12:15	Lunch, Travel to new location	60 minutes
1:15	Arrive and Setup	60 minutes
2:15	Interview 3	30 minutes
2:45	Interview 4	30 minutes
3:15	Tear Down, Covering Scene	
4:15	Covering Scene	
5:00	Travel to new location	
5:15	Covering Scene	
6:00	Wrap	

## *Day Two*

8:00	Arrive and Setup	60 minutes
9:00	Interview 5	30 minutes
9:30	Interview 6	30 minutes
10:00	Tear Down	15 minutes
10:15	Covering Scene	
11:15	Covering Scene	
12:15	Lunch, Travel to new location	60 minutes
1:15	Covering Scene	
2:15	Covering Scene	
3:15	Travel to new location	
3:45	Load In	
4:00	Covering Scene	

5:00	Covering Scene	
6:00	Wrap	

## Location Selection

Our clients are often surprised by the amount of gear we use to make our subjects look and sound their best.

**When selecting interview locations, we're looking for a space with:**

1. Enough space to set up multiple lights, cameras, and a microphone.
2. Ability to control sound/traffic through and around the space.

Bonus points:

3. A visually interesting background that isn't a typical conference room.

[\*\*Click here to learn more about our interview setup.\*\*](#)



# Thanks for all your hard work!

Still have questions? We have answers!

Email Lydia ([lydia@storytellerstudios.com](mailto:lydia@storytellerstudios.com)) or visit our [FAQ](#).