COACHYU

VIDEO EDITING COURSE

GUIDE VERSION

Systemize your knowledge

DENNIS YU
Chief Technology Officer

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CONGRATULATIONS!

Welcome to the **VIDEO EDITING TEAM**. You will now begin the CoachYu training to take your editing skills to the next level.

The objective of this course is to learn our processes and guidelines. This course will eliminate many of the frequently asked questions when joining the team.

In this course you will:

Learn how to prioritize and edit a video.

How to edit videos following the CoachYu style and according to the various video types.

How to upload files to our different drives following proper naming conventions & how we add captions and transcribe videos.

Dennis Yu
Co-founder and CEO
CoachYu

Your role as a video editor is to turn RAW footage into awesome pieces of content that clients can use to build their personal brands, educate, and drive sales.

Author:
Bernard Bacatan
Manager, Video Services
CoachYu

The Video Team Manager assigns tasks to the Video Virtual Assistants through the VEQs (Video Editing Queue Sheet). If in any case, a task is directly assigned to you by a Specialist, make sure to add it to the VEQ or tag our Video Team Manager to request that it be added.

The VEQ must always be up to date with the status of each task.

You will deliver and complete tasks according to their priority level.

Table of Contents

Video Editing Course One Pager

- ☐ **Understand the level of prioritization based on its importance and urgency.**

- ☐ **Learn how to create a cutlist**
  The Goal of making a cut list is to communicate the story that lies within the content so the editor who takes the video on can easily do the editingwork and put their own creative spin on the video. If the cut lists and notes are detailed enough, the first iteration of the video will many times be the only iteration needed.

- ☐ **Upload videos to YouTube following our naming convention**
  This is to ensure that when we upload a video to YouTube, all the details are filled in, so team members can easily navigate our library, and so our editors have proper context.

- ☐ **Create caption using the following platform**
  YouTube auto-generation caption
  Otter.ai
  FancyHands

- ☐ **Video editing checklist and guide**
  This is to guide Video Editors in editing One Minute Videos to meet the standard output in every iteration.

- ☐ **Editing internal video checklist**
  This is also to help video editors meet the standard output for every internal video iteration.

- ☐ **Post editing**
  This to help editors what needs to be done after editing the videos.

Levels of Priority

PRIORITY 0 (P0)

Priority 0 (P0) These are videos that are critical and needs full attention
It should be done and delivered ASAP. These videos are assigned by the CEO (Dennis) and exceptional results are expected. Deadline is within the next 24 hours.

PRIORITY 1 (P1)

Priority 1 (P1) videos are videos with "Hard Deadlines".

Priority 1 (P1) videos are videos with "Hard Deadlines".
By definition, "Hard Deadlines" are deadlines that are non-negotiable and cannot be adjusted.

These videos should be done in 24-48 hrs.

Regardless of the due date, as long as the video has a "hard deadline", it should be considered as P1.

Examples:
An event is coming up and the video should be finished and QA done by a certain date. Something bad is going to happen to the company if you cannot meet the deadline (large amounts of money will be lost, account will be lost, ad campaign will fail big time, company reputation will be compromised).Special Note for Internal/Company Videos:

High authority content that is shot well (like Dennis Yu on CNN and other popular media platforms) is considered P1.

Priority 2 (P2)

Priority 2 (P2) videos are videos with "Soft Deadlines" and due in 3 days or less.

Priority 2 (P2) videos are videos with "Soft Deadlines" and due in 3 to 5 days.

By definition, "Soft Deadlines" are deadlines which can be adjusted or negotiated if the video task isn't delivered on time.

Videos with soft deadlines should not be underestimated. These videos should be completed before it's deadline as there are some things or dependencies which can be affected due to delays.

Special Note for Internal/Company Videos:
Videos of Dennis Yu or other company's key figures with high quality content, good shot, good video quality, good ambiance (speaking at conferences, inside the office studio, relevant location, etc.) and good audio is considered P2 (unless requested to be moved to a higher priority level).

Priority 3 (P3)

Priority 3 (P3) videos are videos with soft deadlines.

Priority 3 (P3) videos are non-urgent task videos. 7 business days, but it can be adjusted according to business needs..

Special Note for Internal/Company Videos:
Videos of Dennis Yu or other company's key figures with quality content but poorly shot is considered P3 (unless requested to be moved to higher priority level).

As a Video Editor, you should also be aware that we are gauging the priority of the videos according to these factors:

- Enterprise clients are automatic P1.
- All BlitzNation webinars by Dennis are automatically P1.
- The cuts (from the cut list) are automatically P2, even though getting the full webinar edited is P1.
  They're P2 because most people will need to watch the entire webinar (and be BlitzNation members) to get context and value.
- We prioritize the highest quality of content.
- The higher the authority, the higher the priority. (i.e. videos of key figures - Dennis Yu's videos from conferences, special events, TV appearances, etc.).
- A general rule of thumb is to look for how well it was filmed and who is shot in the footage.
- We measure authority on a 30 point scale (10 points for each of the 3 components) and then you can grade how well its shot is poor, good, and pro (1-3 points).
- A high authority piece that's shot well (like Dennis on CNN) is worth a maximum of 90 points).
- If not within the above standards, Priority 1 videos are labeled as such because someone Level 4+ specified that they are Priority 1. This only happens in rare instances.

Set these as an initial default, which we can then adjust:
Priority 1: 80+ points
Priority 2: 50-79 points

Priority 3: 49 points and below

Lower priority videos should only be worked on if there are no Priority 1 videos left in the queue. As a Video Editor, it is very important that you know which video task assignment to prioritize. If you are unsure which video task to work on next, don't just take a random video to work on. Please ask your Team Lead or the Operations Team to assist you on which video tasks to take.

Our Video Team Manager will regularly check the videos on queue and follow-up accordingly on the video tasks if needed (i.e. overdues, hard deadlines).

Making a Cut List

The Goal of making a cut list is to communicate the story that lies within the content so the editor who takes the video on can easily do the editing work and put their own creative spin on the video. If the cut lists and notes are detailed enough, the first iteration of the video will many times be the only iteration needed.

Watch the video through, in its entirety. (Varies by video)

Answer the Following Questions for Yourself.
- ☐ Can I add an engaging 3-6 second hook?
- ☐ What is the central message of this piece of content?
- ☐ Who might end up seeing this content?
- ☐ How many completed videos will be made from this one RAW video?
- ☐ Is there a way to emotionally engage the audience?

Create the Cut List.
- ☐ Add indication of cuts according to seconds.
- ☐ Add the quote that each new cut starts with.
- ☐ Follow the example below:
  - 0:04:- :015- "So there I was, fighting a Lion."
  - 1:21-2:02- "What's it like, being a digital marketer?"
  - 2:35-3:10- "You should see the other guy!"
  - 0:50 - 1:00- "Hustle ya face off"
  - 3:30 - 3:42- "Thanks for talking with us today

Give any Additional Notes for other Items/Effects that You Would Like to be Present
- ☐ Give notes on the music choice.
- ☐ Give notes on how to end the video. (Tailslide? Call to action?)
- ☐ Give notes on any animations or effects that should be present in the final video.

Delegate the Assignment to the Appropriate Member of the Editing Team.

Uploading Raw Videos To YouTube

The Goal of this checklist is to ensure that when we upload a video to YouTube, all the details are filled in, so team members can easily navigate our library, and so our editors have proper context.

Log into the BlitzMetrics YouTube Channel.
- ☐ If you do not have access to the BlitzMetrics YouTube channel, then email "operations@blitzmetrics.com" to acquire the proper access.

Click the "Add Video Button". (It looks like a movie Camera with a "+" sign on it.)

- ☐ Select the file on your computer to be uploaded.
- ☐ Upload the video.

Once the Upload is Complete, Title the Video According to Our Naming Convention. (1-2 Minutes) The Video Title Must Include:
- ☐ The title of the video.
- ☐ The date the video was uploaded..
- ☐ If the video is RAW or edited.
- ☐ IF the video is RAW then use the following example at all times:
- ☐ RAW_[The Video Title]_[Date of Upload].

Fill out the "Description Box" by Answering the Following Questions. (2 minutes)
- ☐ Where was the video shot?
- ☐ Who is in the video?
- ☐ The goal of the video?
- ☐ What is the video about?

*** *Be as detailed as possible.*

Add any Applicable Tags to the Video by Answering These Questions. DO NOT FORGET THIS.
- ☐ Add a tag to indicate which of the 9 triangles the video applies to.
- ☐ Add a tag to indicate which of the 18 box architecture the video fits in.
- ☐ IF the video describes a specific task we take internally, THEN add the tag "1000 Ingredient Kitchen".
- ☐ IF the video is filmed with a partner, THEN add the tag "Strategic".
- ☐ IF the video will be used for internal training, THEN add the tag "Internal Training".

****The following are examples of tags we may use: Personal Branding, High Authority Interview One, 9 Triangles, Internal Training, Personal Branding, B-roll, Speaker Reel, Client Advertising Video.

Creating Captions on YouTube

Our Goal with creating captions on YouTube is to avoid having to manually input them. YouTube does about 80% of the work up front, leaving the grammar and QA (Quality Assessment) works for us.

****We create captions for a video only when they are requested by a senior member of the editing team.

Log into the BlitzMetrics YouTube Channel.
- ☐ If you do not have access to the BlitzMetrics YouTube channel, then message "operations@blitzmetrics.com" to get access.

Locate the Video You Want to Create Captions for.
- ☐ Click "**Video Manager**".
- ☐ Click "**Subtitles/Cc**".
- ☐ Click "**Language**" and Select "**English**".
- ☐ Click "**English- Automatic**".

Scan through All of the Text to Correct any Errors. YouTube's software will take a minute or two to auto-generate the captions. Once completed, scan the text to correct grammatical or punctuation errors. (5-10 minutes).

Keep an eye out for commas and periods.
- ☐ Correct capitalization errors.
- ☐ Correct any mistranscribed words (Look carefully. YouTube is far from perfect).
- ☐ Click "**Save Changes**".

Download the Text as an SRT file and Save It to Your Personal Device. (2 minutes)
- ☐ Follow the correct naming convention when saving the file; if not, this will cause trouble when uploading the SRT file on a social media platform. For example, "Titleofvideo.en_US.srt".
- ☐ Make sure that the bold print above is in the same format when uploading on a social media platform.

Upload the SRT File to Google Drive.
- ☐ When you have uploaded the video, change the Google Drive sharing settings to "Anyone with the link can edit".

Post the SRT file's Google Drive Link to Accompany the Video on Basecamp. Document the SRT Drive Link in the Video Queue Sheet which can be found here:
https://docs.google.com/spreadsheets/d/1vowGtNcHePbh5nGdqcsP_CYMSnoRT7pYxGQBMKZeb1Y/edit#gid=0.
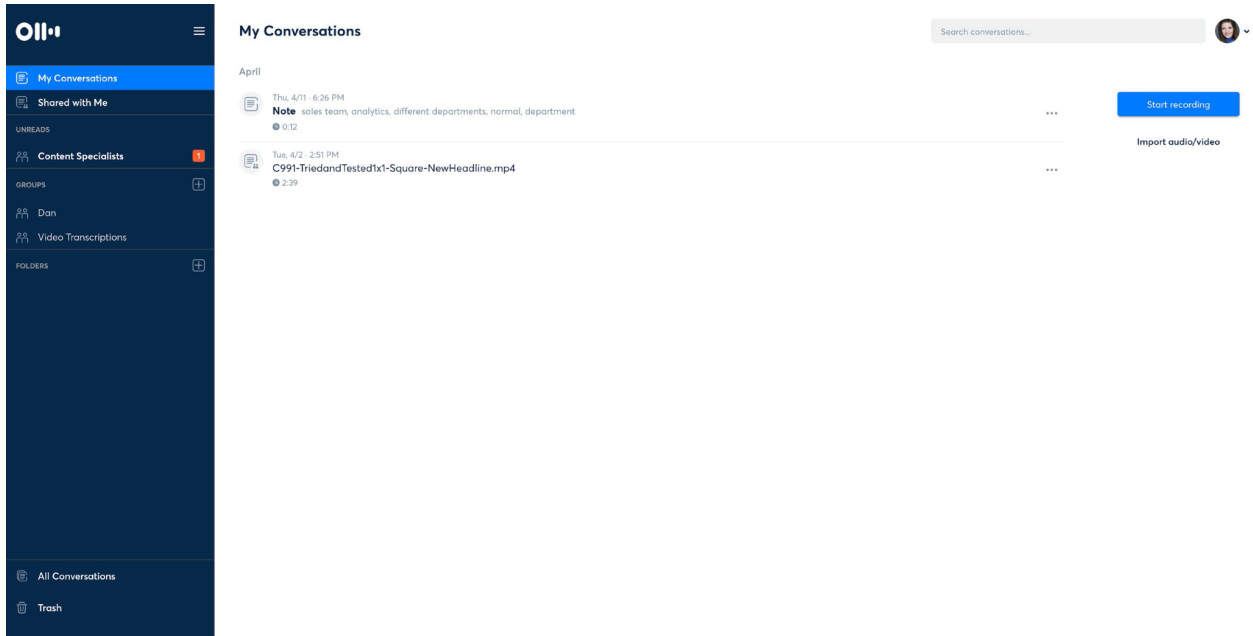
Otter.ai For Transcription

Create an account

Go to: https://otter.ai/login
Either login with your Gmail or
Type your name, email address,and password then click the "**Create an account**" button.
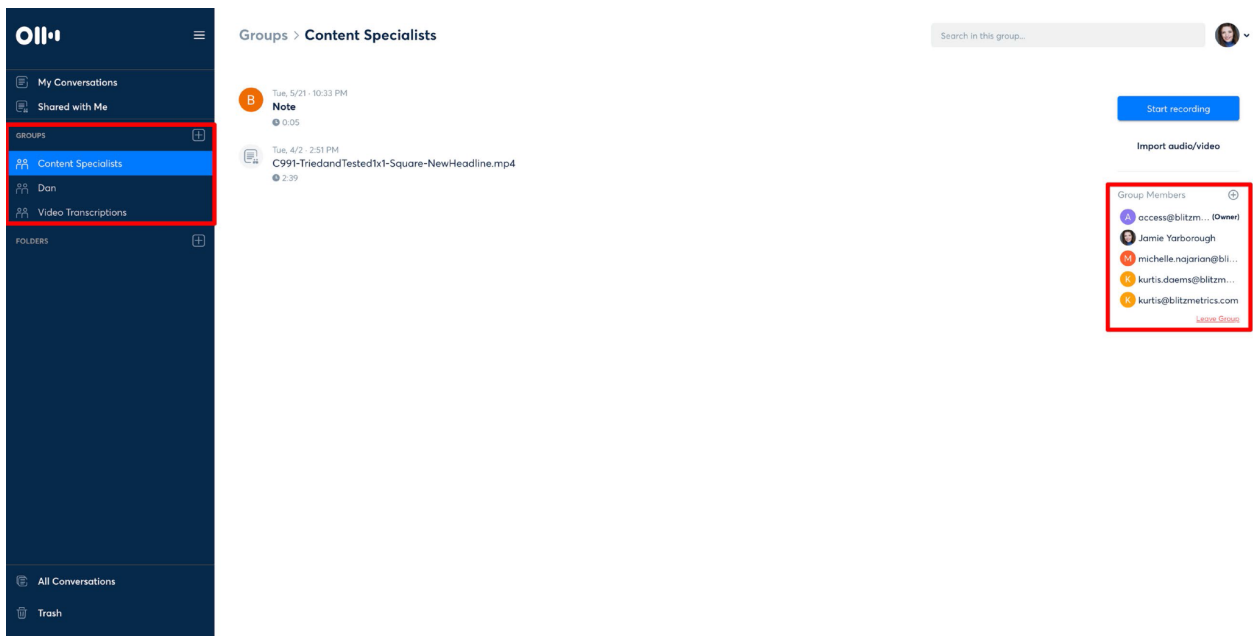

Using Otter ai

On the opening screen, click on the Microphone icon and speak the displayed text to introduce Otter to your voice. **You can also play a video in a different tab and have it transcribe this same way too**.

Sync Your Google Account

Syncing gives you access to other team member's transcriptions and allows you to create groups where you can share and edit.
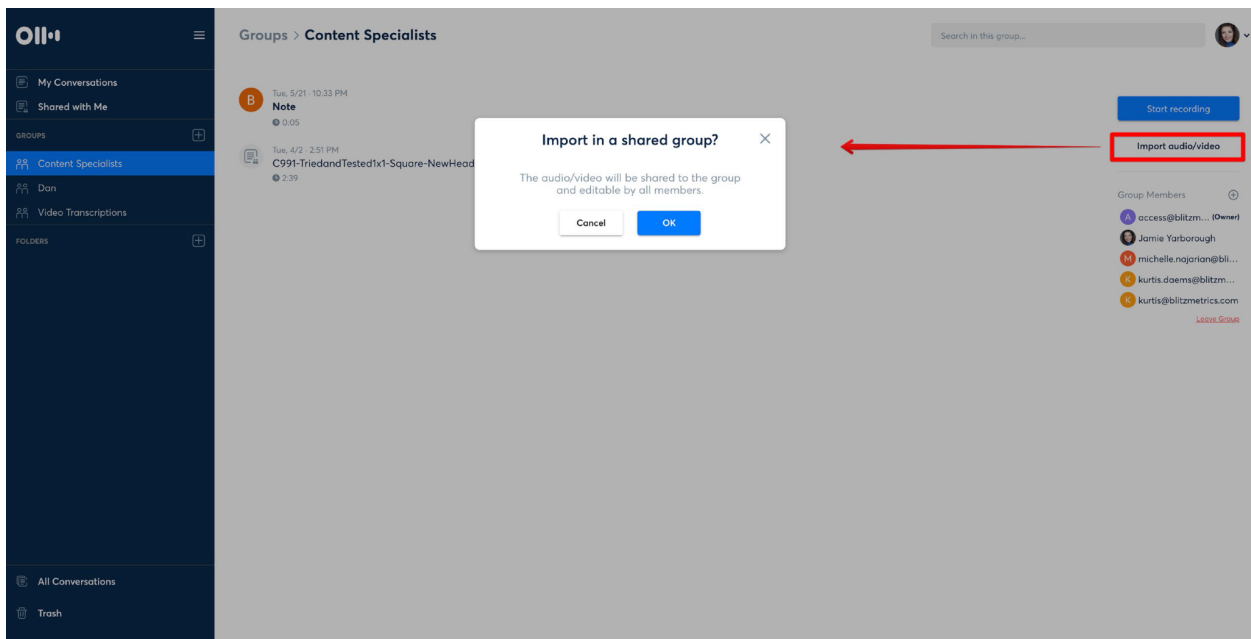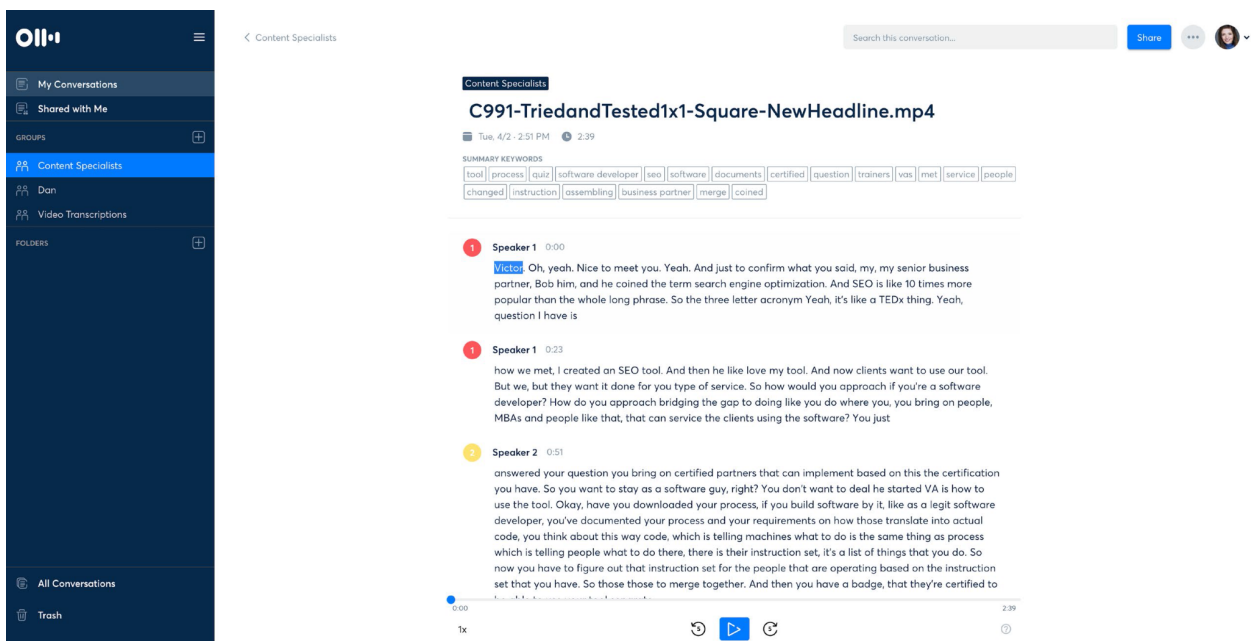

Import Video For Transcription

Click the **"import audio/video"** button.

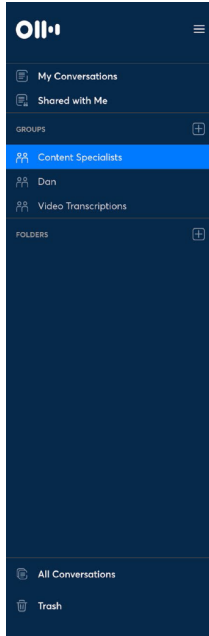- If you are doing this within a shared group it will ask permission.

- If you create it within "My Conversations," only you will have access to the transcription.

Once it has finished downloading the video, Otter will work its magic. The timing of this varies depending on the video file size.

Not every transcription is perfect, so Otter does provide the capability to edit and highlight text.

Video Editing Course

Once satisfied with the text, export it into a text file.

Copy the text file contents over to a Google document so it can be shared with the client.

Use this for all transcription purposes.

If you login and don't see any "Groups" on the left side panel, inform your Video Team Manager to make sure you are added.

[Read this article written about it to get more insight about its uses and abilities.](#)

Video Tutorial for Otter.ai:
https://drive.google.com/open?id=1ZiDF3Nfll3zYic89J7-YPeNDpE0uqksp
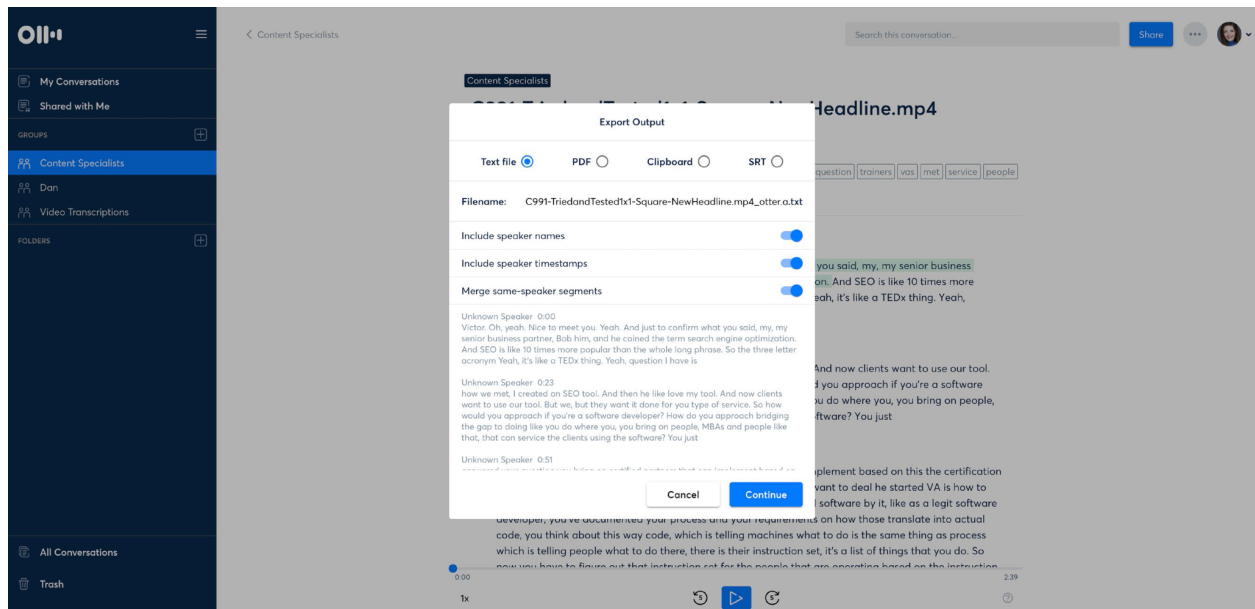
How To Submit a FancyHands Transcription Request

Follow these steps to send transcription requests to Fancy Hands:
- Copy and paste the transcription from the video on YouTube into a Google Doc
- Share the document and the video URL in the FancyHands request in the following format:

Please proofread this transcription of the video attached and make sure it is correct. We need the transcription(s) to be from (insert timestamps).If there is more than one timestamp, please separate each timestamp by paragraph and label each paragraph with the timestamp. The transcription is in the Google Doc that is attached. Once this is completed, please transfer ownership to (Kat's personal Gmail address).

Important note:
You will have to have ownership of the Google Doc transferred to a Gmail address and then manually transfer ownership to your BlitzMetrics email address. FancyHands can not transfer ownership to our BlitzMetrics email address.

Getting Started
Before you start with your edit, be as organized as possible. This way, in case another editor will make an iteration of your work, all the files you used in your edit can be easily located. This can also free up some disk space in your computer.

On your machine, create a folder with the following structure:

A. [VIDEO TITLE]
> I. ASSETS (If there are any photos, logos etc)
>
> II. ANIMATIONS (only if there are any After Effects animations)
> - ANIMATION PROJECT
> - ANIMATION EXPORTS
>
> III. AUDIO (If you're recording audio onto a separate device)
>
> IV. FOOTAGE (place all your footage in here)
> - A CAM
> - B CAM
> - Etc.

V. MUSIC (if you're using a music track)

VI. PROJECT (this is where you save your edit project file)

VII. EXPORT (this is where all your exports go)
- V1 (this is your versioning for exports)
- V2
- Etc.

Once your task is approved and marked as complete, create your personal folder here and upload all the files you used in your edit. You can then delete the files on your computer to save up some space.

Video Process For Large Scale Video Editing

This will be the set-up for the designated project editors, this will allow us to scale as we move forward with large scale projects similar to Fiverr.

I. Create a project folder:
BlitzMetrics Drive » Vides » **Large Scale Projects Folder**

II. Within the Project Folder, create the following folders:
> 2.1 - Title: RAW Video - This is where all the RAW files will be uploaded.
> 2.2 - Title: Assets - All assets, lower thirds, introductions, bumpers, and other materials will be saved in this folder.
> 2.3 - Title: Edited Videos - This is where all iterations will be saved (following our standard naming convention). Each video must have a Revision number and date when it was uploaded at the end (IE: Leads Course, Lesson 1 - Chapter 1_ Revision 2_03-05-2019).

Title: Old Revisions Folder - Create this folder within the Edited Videos folder. This will house the older revisions of edits.

If you make a new version, it must be renamed to reflect the revision number (ie. "Leads Course, Lesson 1 - Chapter 1_ Revision 3_03-09-2019")

Following **#CCS** will prevent delay and the occasional mishap of starting from scratch in case of employee termination, emergencies, or vacations. This ensures that we have the most recent content and assets in case someone needs to step in.

Pro Tips / Lightweight Video Editing Guidelines

PRO TIPS

Use keyboard shortcuts.
It saves you a lot of time and makes your whole editing process much more efficient. Watch this video about keyboard shortcuts: **Video 1**, **Video 2**

Follow the 80/20 Rule
Your edits don't need to be perfect. It's easy to get lost in small details and consume a lot of time that no one will ever notice. It's not worth it. Get to a point where your 80% are happy with it and move on.

Watch this 14 minute video which will help you improve the quality of your edits.
https://youtu.be/WS9gTq_3x2g
Note: login on YouTube using your BlitzMetrics account

LIGHTWEIGHT VIDEO EDITING GUIDELINES

When we say Lightweight video edit, this means we need to post it as one video, not many cuts-- which will save us time and get out the content immediately.

Light edits means lower thirds and automatic transcriptions (FB auto generated caption)-- nothing that takes more than a few minutes to do.

What we want to avoid is our people spending many hours over many weeks to get this out.

Sample of lightweight edit: **https://blitzmetrics.wistia.com/medias/n83c2bt8ga**

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Edit All Videos With Lesser Iterations / Download Cameo without Watermark

When editing interview videos, we want to show the thoughtful, listening expression of the interviewer no less than every 6 seconds, so the audience knows who is being interviewed and who is the interviewer. That way, we can generate authority.

That quick clip can be just one second and it doesn't have to necessarily be from that particular moment-- it can be from any point in the interview.

When the figurehead/s that is in the interview owns multiple companies, we want to choose the role that's most appropriate for this interview.

EDIT ALL VIDEOS WITH LESSER ITERATIONS

Our Goal is to at least have only 1 or 2 iterations per video. Meaning, we are aiming to complete it in one round of editing. This may not always be the case, however, use your best judgment to create the most complete, quality video you can make.

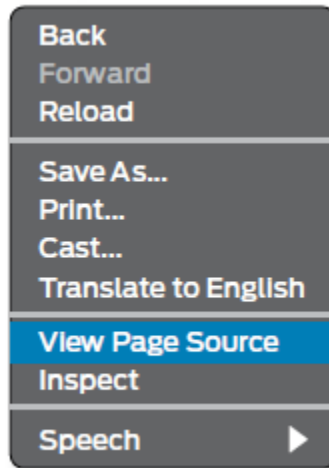Follow our One Minute Video Checklist and we will achieve this.

DOWNLOAD CAMEO W/O WATERMARK

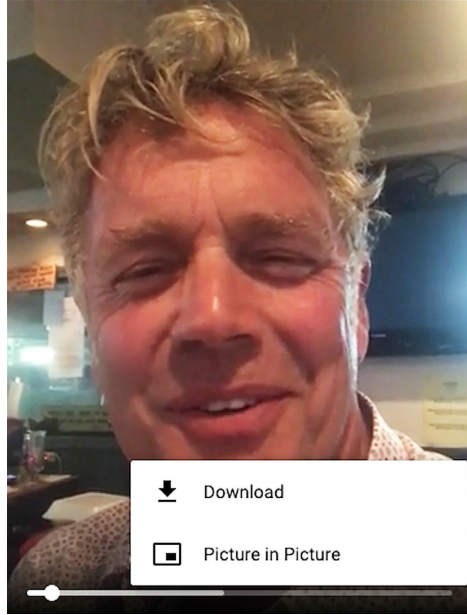**I. Navigate to the Cameo website that has the completed video.**

• For example: **https://www.cameo.com/v/lvwKw7xKQ**
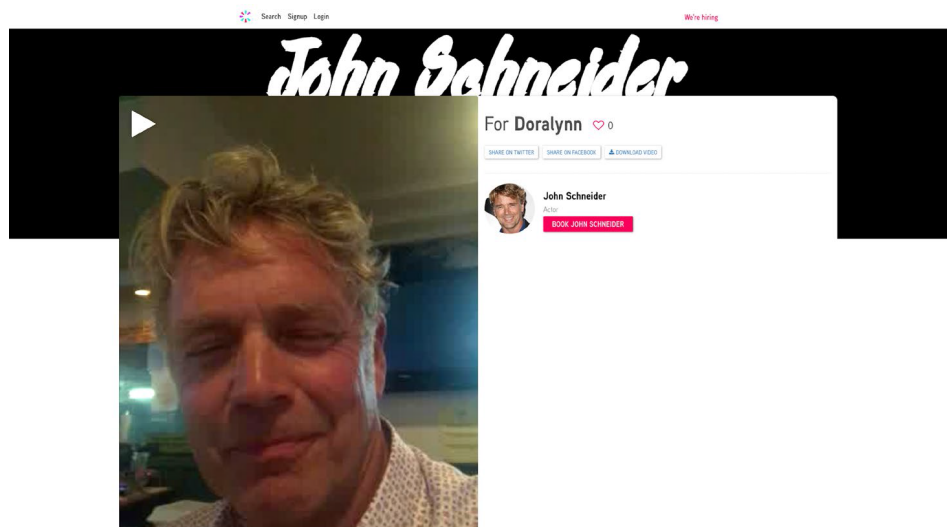
II. Right click and then click 'View Page Source'

```
Back
Forward
Reload

Save As...
Print...
Cast...
Translate to English

View Page Source
Inspect

Speech                      ▶
```

III. Use the find function (CMD + F) for Mac or (Ctrl + F) on PC and search for '/v/no'
https://d3el26csp1xekx.cloudfront.net/v/no-wm-ni0wK9Sia.mp4 (no watermark)

```
var ic=w.Intercom;
if(typeof ic==="function"){ic('reattach_activator');
ic('update',w.intercomSettings);}else{var d=document;
var i=function(){i.c(arguments);};
i.q=[];i.c=function(args){i.q.push(args);};
w.Intercom=i;
var l=function(){var s=d.createElement('script');
s.type='text/javascript';
s.async=true;s.src='https://widget.intercom.io/widget/c7sta7xk';
var x=d.getElementsByTagName('script')[0];x.parentNode.insertBefore(s,x);};
if(w.attachEvent){w.attachEvent('onload',l);}else{w.addEventListener('load',l,false);}}})();</script></head><body><link hre
media="screen, projection" rel="stylesheet" type="text/css" charSet="UTF-8"/><div id="content"><div class="_3sz-Jorbvi2LDO38TpQcM1" data-re
src="https://d3el26csp1xekx.cloudfront.net/staticDir/logo_icon_white.svg" alt="Cameo"/></a><a class="_39EbvElh79TH-EV3DqgA3a" href="/c/feat
class="_2eY_WWy4fIbEAZ0NBPXFws">Signup</span></a><a class="_39EbvElh79TH-EV3DqgA3a"><span id="login-nav-btn" class="_2eY_WWy4fIbEAZ0NBPXFws
expanded="false" type="button" class="_2eY_WWy4fIbEAZ0NBPXFws _3Ru7SiDmHUHpScpufzVd-o _39EbvElh79TH-EV3DqgA3a dropdown-toggle btn btn-defau
nav-btn" class="_2eY_WWy4fIbEAZ0NBPXFws">Signup</span></a><a class="_39EbvElh79TH-EV3DqgA3a"><span id="login-nav-btn" class="_2eY_WWy4fIbEA
class="_2eY_WWy4fIbEAZ0NBPXFws _3GNOgz_GFGQDusWrUZ411f">We&#x27;re hiring</span></a></div><div><div class="_1UgyPRmakcKopW-mgBGSSM"><div cl
_3aFjHlwmNVA2Ox_tiVLa2c"><div class="row"><div class="_1xQGbCczCguYDFvhGGP4Ty col-md-6 col-sm-6"><div class="_3RXfN6MgkwLFnmLA9H885v"><vide
src="https://d3el26csp1xekx.cloudfront.net/v/no-wm-ni0wK9Sia.mp4" type="video/mp4"/></video><img alt="Video player preview" style="min-heig
style="width:100%;height:100%;position:relative"><i class="_3OR7d2w4FEGG3jGaHwVoTK fa fa-play" aria-hidden="true"></i></div></div></div></d
class="UV_tBAOSINkdGQReFVRj_"><i class="fa fa-heart-o" style="padding-right:9px"></i>0</span></p><div><a class="_2EqALKDf52x-xeX_AXaWcV btn
text="Just%20got%20a%20Cameo%20from%20John%20Schneider%20%23cameofameo&amp;url=https%3A%2F%2Fwww.cameo.com%2F%2F5ce32ba8a3cba0014c345c2c&am
u=https%3A%2F%2Fwww.cameo.com%2F%2F5ce32ba8a3cba0014c345c2c&amp;amp;src=sdkpreparse">Share on Facebook</a><a class="_2EqALKDf52x-xeX_AXaWc
bottom:48px" id="confirmation-talent-link"><hr/><div class="_3IrJI6XKMUoFotKAV7X24f row"><div class="col-md-12"><a href="/johnschneider"><i
</a><div class="KMwHIvbQswmCX6Jz0YViM"><a href="/johnschneider"><h3 style="color:#000">John Schneider</h3></a><p style="color:#999">Actor</
y:auto;padding-left:0;padding-top:4px;scroll-behavior:smooth"></ul></div></div></div></div></div><div class="_2nhzBA1RlNKOVN_nNggXzW"
class="_361NcOYm_TWdea3VtnWSlp"><input type="email" class="_3y8gh335NxV4wY6Ja5irhp" placeholder="yournamehere@cameo.com"/><button type="sub
<div><a target="_blank" rel="noopener noreferrer" href="https://www.facebook.com/cameo"><i class="fa fa-facebook"></i></a><a target="_blank
href="https://www.twitter.com/bookcameo"><i class="fa fa-twitter"></i></a><a target="_blank" rel="noopener noreferrer" href="/cdn-cgi/l/ema
</a></div><div><a target="_blank" rel="noopener noreferrer" href="https://cameo.breezy.hr">Jobs</a><a href="/faq">Faq</a><a href="/privacy"
```

IV. No watermark! Now just click the three dots and select **'Download.'**

Sample video:
https://drive.google.com/file/d/1R7xmk1GaP49hd4GLp5S670dFW3Tr-vQj/view

Frame.io Process

We are now shifting from uploading our iterations from Google Drive to Frame.io. This is for us to provide feedback to the video editor and we can also use this to audit captions/subtitles.

Uploads
Upload RAW files in Frame.io (1.5 TB).
This will allow the project lead or Dennis to view the files easily and to check if the videos are complete or correct.
We still need to upload the RAW files to our google drive for backup which the assigned editor can do since they will have to download the RAW file for editing anyway.

File Management
Sort the folders per project. This will allow project leads to monitor tasks easily.
We can organize it in this way

Project name Project tasks (micro course, why videos, how videos, what videos etc.), →
RAW videos and edited videos

Version Management
Create Version Stacks to organize revisions of your clips rather than having multiple versions as individual files in your project.

See this for your reference
https://support.frame.io/en/articles/4431-version-stacking-and-comparison
https://support.frame.io/en/articles/1110263-frame-io-webinars

Post Editing
Transfer all the final iterations to Google Drive
All RAW and edited videos should be deleted once the project is done to keep our frame.io storage at minimum. This is to be confirmed by Dennis or the project lead

Naming Convention before uploading in Google Drive
This should include the following:
- Task name - to easily identify the content of the video
- Date - to identify when the iteration was completed
- Version Number - to identify the number of iterations.
- Aspect ratio - this will somehow help us know what the video is for (FB, landing page, lg, etc)

Eg:

      Project name_iteration number_date_aspect ratio
      Blitzacademy promo video_v1_07132020_16x9

Handling Local Businesses who purchased Packaged Bundle of Videos
- Create a single to-do task in Basecamp
- To speakers with several videos, create a sub-group to sort out their videos according to Why, How and What (no need to create a to-do thread for each videos)
- Sort the videos in Frame.io according to the client/speaker's Why, How and What.
- All feedback will be placed in Frame.io for iteration
- Once done, the final output will be uploaded in the project thread following our naming convention

Editing Videos for Various Social Media Platforms

We have to understand first the purpose of the videos we are editing. While making a video look visually appealing is good, it is critically important to know the purpose of the video, when and where it will be used and understand the content of the video itself.

Watch this video to understand more about our **3x3 video** grid and the **components of our 1 minute video**.

Also, take note that we follow the rule of thirds in most cases.

4:5 or 1:1 aspect ratio
This video format is used on Facebook and Instagram

Start with a 3-5 sec Hook, then transition to the main video with a quick OBB (around 2-3 sec).
- ○ See this video for example
- ☐ Alter Video to Desired Format/Add Banners (1080x1350 or 1080x1080)
- ☐ Always follow the clients branding colors
- ☐ Trim video around 1'sh minute
    - ○ If video is too long and most content are relevant, speed up narration by 10% and adjust pitch accordingly to hit the 1 min mark
    - ○ Note: for How videos, we can exceed more than the 1 minute threshold.
- ☐ Remove unnecessary chatters, scenes and dead airs
    - ○ We want to make our client look and sound professional.
- ☐ Add lower thirds of the speaker when necessary.
    - ○ Place this whenever the speaker is introduced or introducing him/herself.
- ☐ Add Captions.
    - ○ Run it through Otter.ia. Use our Access@BlitzMetrics.com account.
    - ○ Always double check spelling, punctuation and other grammatical errors as we want to have a few number of iterations
- ☐ Color grade/correct when needed.
- ☐ Add relevant B-roll, superimposed text or graphics (do not use stock images).
    - ○ Do not commit much time here, just add 1 to 2 b-rolls for attention reset.
    - ○ You can also punch in or punch out of your subject to keep your viewer oriented in the space.
- ☐ Add minimal to none background music (do not use copyright music)
- ☐ Add Call to action according to the content and purpose of the video.
- ☐ Add appropriate tailslide if needed.

9:16 aspect ratio
This video format is used for Ig story and 15 second story.

- [ ] Start with a 3-5 sec Hook, then transition to the main video with a quick OBB (around 2-3 sec).
  - **See this video for example**
- [ ] Alter Video to Desired Format/Add Banners (9:16 or 1920x1080)
- [ ] Always follow the clients branding colors
- [ ] Trim video and make sure that it will not exceed more than 1 minute.
  - If the video is too long and most content are relevant, speed up narration by 10% and adjust pitch accordingly to hit the 1 min mark.
- [ ] Remove unnecessary chatters, scenes and dead airs
  - We want to make our client look and sound professional.
- [ ] Add lower thirds of the speaker when necessary.
  - Place this whenever the speaker is introduced or introducing him/herself.
- [ ] Add Captions.
  - Run it through Otter.ia. Use our Access@BlitzMetrics.com account.
  - Always double check spelling, punctuation and other grammatical errors as we want to have a few number of iterations
- [ ] Color grade/correct when needed.
- [ ] Add relevant B-roll, superimposed text or graphics (do not use stock images).
  - Do not commit much time here, just add 1 to 2 b-rolls for attention reset.
  - You can also punch in or punch out of your subject to keep your viewer oriented in the space.
- [ ] Add minimal to none background music (do not use copyright music)
- [ ] Add Call to action according to the content and purpose of the video.
- [ ] Add appropriate tailslide if needed.

16:9
We use this video format for YouTube, LightSpeed VT and landing pages. You have to know where we are going to use the video for so you'll know the video editing checklist you will follow.
Understand the content so you will not just add random b-rolls or animation to the video.

YouTube
- [ ] Start with a Hook (this can be around 10-15 seconds long since Youtube videos usually run longer than
- [ ] FB and Ig videos), then transition to the main video with an OBB.
- [ ] Always follow the clients branding colors
- [ ] Alter Video to Desired Format (16:9 or 1920x1080)
- [ ] Remove unnecessary chatters, scenes and dead airs

Video Editing Course

- ○ We want to make our client look and sound professional.
- ☐ Add lower thirds of the speaker when necessary.
  - ○ Place this whenever the speaker is introduced or introducing him/herself.
- ☐ Add Captions.
  - ○ Run it through Otter.ia. Use our Access@BlitzMetrics.com account.
  - ○ You can also use the YouTube auto-generated caption.
  - ○ Always double check spelling, punctuation and other grammatical errors as we want to have a few number of iterations.
- ☐ Color grade/correct when needed.
- ☐ Add relevant B-roll, superimposed text or graphics (do not use stock images).
  - ○ Let the audience see what the speaker is saying. Do not make the audience stares at the speaker for more than 10 seconds without any visual support (b-rolls, photos, screenshots, text animation,motion graphics)
  - ○ You can also punch in or punch out of your subject to keep your viewer oriented in the space.
- ☐ Add minimal to none background music (do not use copyright music)
  - ○ Not all throughout the video
- ☐ Add Call to action if needed according to the content and purpose of the video.
- ☐ Add appropriate tailslide if needed.
- ☐ Once done, coordinate with our Graphics Team to get a Thumbnail

LightSpeed VT

This is where we upload our online interactive courses (see bandersnatch). DO NOT edit the videos in "fade to black" so the system can cross dissolve from the IDLE LOOP.
- ☐ Alter Video to Desired Format (16:9 or 1920x1080)
- ☐ Always follow the clients branding colors.
- ☐ Remove unnecessary chatters, scenes and dead airs
  - ○ We want to make our client look and sound professional.
- ☐ Add lower thirds of the speaker when necessary.
  - ○ Place this whenever the speaker is introduced or introducing him/herself.
- ☐ We do not add captions but make sure to highlight important lines/phrases in the video.
  - ○ Run it through Otter.ia. Use our Access@BlitzMetrics.com account.
  - ○ Always double check spelling, punctuation and other grammatical errors as we want to have a few number of iterations.
- ☐ Color grade/correct when needed.
- ☐ Add relevant B-roll, superimposed text or graphics (do not use stock images).
  - ○ Let the audience see what the speaker is saying. Do not make the audience stares at the speaker for more than 10 seconds without any visual support (b-rolls, photos, screenshots, text animation,motion graphics)
  - ○ You can also punch in or punch out of your subject to keep your viewer oriented in the space.

☐ Always include the 3 second allowance when the speaker asks the audience to choose something in the video.

Landing Pages

This is where we send most of the traffic. We edit this similar to Facebook but in 16:9.

☐ Start with a Hook, then transition to the main video with a quick OBB (around 2-3 sec).
☐ Alter Video to Desired Format (1920x1080)
☐ Always follow the clients branding colors
☐ Remove unnecessary chatters, scenes and dead airs
  ○ We want to make our client look and sound professional.
☐ Add lower thirds of the speaker when necessary.
  ○ Place this whenever the speaker is introduced or introducing him/herself.
☐ Add Captions.
  ○ Run it through Otter.ia. Use our Access@BlitzMetrics.com account.
  ○ Always double check spelling, punctuation and other grammatical errors as we want to have a few number of iterations
☐ Color grade/correct when needed.
☐ Add relevant B-roll, superimposed text or graphics (do not use stock images).
  ○ Make it as engaging as possible. Let the audience see what the speaker is saying. Do not make the audience stares at the speaker for more than 10 seconds without any visual support (b-rolls, photos, screenshots, text animation,motion graphics)
  ○ You can a
  ○ Iso punch in or punch out of your subject to keep your viewer oriented in the space.
☐ Add minimal to none background music (do not use copyright music)
☐ Add Call to action according to the content and purpose of the video.
☐ Add appropriate tailslide if needed.

For detailed information, here is our **Video Editing Guideline**.

Editing Internal Videos

Aspect Ratios:
Wistia: 16:9 horizontal video (1920×1080)
Instagram stories/Facebook Portrait Videos: 4:5 (1080x1350)
Traditional: 1:1 format (1280x1280)

Remove unnecessary chatter or scenes

How to Remove Unwanted Scenes (After Effects, Premiere Pro)
- ☐ Remove fillers/utters such as "uhs," "ums," and "hms."
- ☐ Remove scenes that should not be a part of the video.
- ☐ Make sure all transitions are smooth.

Add lower thirds of the speaker when necessary
This can be placed after the Hook, but you can always take it to your best judgment.
- ☐ Place the lower thirds somewhere visible to the audience.
- ☐ How to add lower thirds (After Effects, Premiere Pro)
- ☐ Link to Lower Thirds Template.

Add Captions
- ☐ How to add caption (After Effects, Premiere Pro)

Color grade/correct when necessary
- ☐ Video link on How to Color Grade. (After Effects, Premiere Pro)

Add AB-roll whenever deem fit

Add superimposed text or graphics
- ☐ Do not use the images found in Google or a general search engine.
For video tutorials and courses; Let the audience see what the speaker is saying. Do not make the audience stares at the speaker for more than 10 seconds without any visual support (b-rolls, photos, screenshots, text animation, motion graphics)

Add minimal background music at 20% volume
- ☐ **How to add background music**
- ☐ Do not use copyrighted music
- ☐ Use music that would best fit the video or match the energy of the speaker
- ☐ Apply Noise Reduction if needed
- ☐ Link to **Music Beds**.

Add a Call to action (2 seconds)-update duration
- ☐ This is a moment that the speaker calls out the audience to take action.

- [ ] This can also be as simple as a thank you
- [ ] Direct link to their Website. - add this bullet
- [ ] This can also be as simple as a thank you

Add tailslide at the end of the video
- [ ] How to add a tailslide (**After Effects**, **Premiere Pro**)
- [ ] Link to **Tailslide**.

Upload the Video to Google Drive
When you have uploaded the video, change the Google Drive sharing settings to "Anyone with a link can edit." **Watch this video** if you do not know how to do this.

Follow our naming convention to all uploaded videos.
Title of the video-number of iteration-date
Eg: How to Create 1 Minute Videos-ver1.1-03052019

Make sure that anyone from BlitzMetrics that is Level 8 or 9 has been granted access. You can see who is Level 8 or 9 by viewing our **Operations Tracker** or **Team Roster**.
Dennis Yu: dennis@blitzmetrics.com & 668sierra@gmail.com.

Post the Drive Link to Basecamp.
- [ ] Tag everyone who needs to review or take action on the video you have created.

Editing Internal Videos

This is a general guideline on editing internal videos which will help editors meet the standard output in every iteration. Some of the steps may not be applicable at times, so use your best judgment according to what is necessary. Stay creative. Video link to **Editing Guidelines**.

Trim/cut the start and end of the video
Make sure all transitions are smooth.
• Take note that the speaker usually claps once as a signal for the editors to start.
- [ ] Alter Video to Desired Format/ Add Banners

Completing a Video Guidelines

This process outlines the steps after the Editor has uploaded their first iteration of an assigned video.

We want to review every aspect, so it can be finished as quickly as possible.

To Senior Editors:
1. Review the first iteration to make sure the video checklist was followed.
2. Give changes and revisions to the Editor.
3. Try and add something that you liked about the edit. Someone just worked hard to create and edit for you. Positive feedback is always appreciated.

To Editors:
1. Address and apply the Senior Editors notes in a new iteration.
2. If you have any suggestions/ideas that you think are best for the video, let the Senior Editor know.

Execution is the game.
   a. Upload the new iteration to your Google Drive.
   b. Share it with the Senior Editor in the Basecamp discussion.

Continue sharing notes and iterations back and forth until the Senior Editor deems the video passed the QA.

Let's mark a video task done only when we have another task or thread on boosting it to pick up the hand-off-- so we don't accidentally drop it.

Post that continuing thread so we have reference tracking.

And when a task is complete, we want to notify the client, so they can give us feedback and also appreciate our value.

Like FH does with their tasks, we'll automate such notifications soon. But until then, we have to manually update status and ensure continuity.

The Basecamp task will only be tagged as completed when it has been used for what it was made for.
Only level 4 and up Specialists are qualified to close and complete a Basecamp thread.

Hot Tip

If the editing notes are simple, add "After these changes this video is complete" to the Basecamp discussion thread for the Editor so they can merely send you the completed YouTube link instead of another iteration.

Finalizing Iterations and Uploading the Completed File
Now that the video is complete, we can include the Responsible and Informed people in the RACI regarding this video, upload the completed version to YouTube, and delete any iterations on Google Drive.

1. Include anyone who is Responsible or needs to be Informed in the discussion. If they have any notes, the Editor will make another iteration addressing them. If not, move on to the next step.

2. The Editor Uploads the Complete Iterations to YouTube.

Please follow the same Uploading RAW Videos to YouTube Guidelines.

How To Determine If A Video Is Complete

1. Video Editors must follow our processes and guidelines. Each iteration should have a video checklist, a link to the video, and a descriptive file title.

Note: Before an Assigned Editor will ask for a QA to a Senior Editor or a Level 4+ Specialist, make sure that they check it themselves to avoid simple errors like spelling, grammar, etc.

2. In general, a video is only complete if it's usable in marketing materials.
These are the following cases to consider:

   a. Internal videos- must be uploaded to YouTube.
   b. Course-related videos- must be uploaded to YouTube and Wistia.
   c. Landing page videos- must be uploaded to YouTube and provide the link to the URL of that landing page in the following comment.
   d. Videos posted on Facebook and other social platforms- provide the link to the URL of that post.

Note: When you upload videos on YouTube and Wistia, always make sure that the file is properly named.

Responsibilities of the Video Team Manager

1. Add videos to the Video Queue Spreadsheet.
2. Send Dennis the URL of the Video Queue Spreadsheet in the Video Queue Message Thread every Monday.
3. Make sure that Video Editors are editing videos that have the highest priority.
4. Make sure Video Editors are following our processes and guidelines.
5. Create Basecamp To-do entries for Video Editors.
6. Follow up on Video Editors.
7. Determine if Video Editors have completed video editing tasks and look out for unused videos that they marked as complete that a Level 4+ Team Member did not approve.
8. Make sure that the edited videos are in all places where it needs to be.
9. Update the Video Queue Spreadsheet after completing a video.
10. Make sure that the Video Queue Sheet is organized in such a way that:
    a. Rows for completed videos are at the bottom.
    b. Videos in the queue are at the top.
    c. Videos in the queue are sorted from the highest priority (0) to the least priority (1, 2, 3, unnumbered).

How To Add Videos To The Video Queue Sheet (VEQS)

1. Copy the link. If it's in Basecamp, make sure the URL does not have the "#_ _ subscriptions" in the URL to avoid imprecise results.

Example:
   a. Do not copy links like this:
   https://3.basecamp.com/4057320/buckets/9957963/messages/1437396764#__subscriptions
   b.This should be the link to copy:
   https://3.basecamp.com/4057320/buckets/9957963/messages/1437396764

2. Under the Master Sheet tab, use the command Ctrl+F first and put the Basecamp link to ensure that there's no duplicate link for your input.
   a. If there are none, then add your "video link" to the Master Sheet tab provided the correct Basecamp link if it has already.
   b. If there are, check the "Basecamp link" and the "video link" that you will put if it's the same.
   If the "video link" is different, then proceed.

3. Watch the video and determine the Priority from P0- P5.
   a. If the video is for an enterprise client, THEN write "1", under the "Priority" column.

Make sure to provide information to all Mandatory columns. If there's no assigned video editor, put "Not yet Assigned" for the columns "Editor Assigned" up to "Status."

Example:
https://drive.google.com/file/d/1Pfu_l8vrWnp8v-mkTbcPszZyWMxOw3th/view

How To Create Basecamp Task For Video Editors

1. From Basecamp Project "BlitzMetrics Content: Internal Video Production" under To-dos, create a To-do list for Urgent Task or search for the desired Video Editor To-Edit List.
2. Click the "Add a to-do" button then fill the following according to this format:
3. Ask Aarun or the Project Team Leader to give you editing notes, link to the video URL, and any relevant editing description.

IF the RAW video's duration is over 10 minutes, THEN ask Aarun for guidance on how to edit.

Example:
> a. Spend at most [x] amount of hours on this one video.
> b. Use these images for clips.
> c. Use these other videos for B-Roll, etc.

Note: "When a Video Editor is no longer with BlitzMetrics, remove all instances of their name under the 'Editor' column."
> a. Describe this to-do: [Priority] Edit [Video Title]
> b. Assigned to: [Name of the Video Editor]
> c. When done, notify: Dennis, Aarun, Bernard, Kat, and the Project Team Leader
> d. Due on: 7 days from the completion of the Basecamp Task
> e. Notes: Video URL, Google Drive URL, contextual notes from other threads, instructions, etc.

Example:
https://drive.google.com/file/d/19OT88MJ1zXQNgmMd-q_qgfuQNrlFdCSP/view

How To Update The Video Queue Sheet After Completing a Video

1. Once we have completed the video task, update the related Basecamp Threads where we need the video and fill-up the Video Queue Sheet.

These are the columns that need to be filled:
   a. Status- write "Completed."
   b. All columns that have "Mandatory if completed"

Note: Date Completed should be the date when it was marked as done on the Basecamp thread.

2. Lastly, inform everyone on the Basecamp thread that the video is already updated in the Video Queue Sheet. The statement should be look like this:

SINGLE VIDEO WITH MULTIPLE ONE MINUTE SNIPPETS

Note: that in basecamp, you can have many tasks inside a single to-do list. Similarly, one interview can be composed of many video clips.

This is so for us not to accidentally spawn a ton of to-do lists or break a single interview video into tasks that are spread across many video editors.

There are many reasons why the same video VA should be working on all the video snippets inside a particular to-do list.

Hello everyone,
I can confirm that this video is in the Master Sheet Tab
within the Video Queue Sheet.
Video Title: [Title of the completed video]
Thank you.

In addition, let's mark a video task done only when we have another task or thread on boosting it to pick up the hand-off-- so we don't accidentally drop it.

Post that continuing thread so we have reference tracking.

And when a task is complete, we want to notify the client, so they can give us feedback and also appreciate our value.

Like FH does with their tasks, we'll automate such notifications soon. But until then, we have to manually update status and ensure continuity.

INFORMATION RESOURCES FOR VIDEO TEAM MANAGEMENT

A. To-Do Sets:
This is where we usually delegate tasks internally (not for clients to see) and we then post the final output on their corresponding threads once the videos pass the QA.
      a. BC: https://3.basecamp.com/4057320/buckets/8372346/todosets/1183940495

B. Video Edit Queue Sheet:
This is a document where we collate all video editing tasks for record-keeping and tracking.
      a.https://docs.google.com/spreadsheets/d/1vowGtNcHePbh5nGdqcsP_CYMSnoRT7pYxGQBMKZeb1Y/edit#gid=0

C. Video Editing Micro Course Checklists:
An internal course to keep our standards in check. You can find most of the information related to video editing here.
      a. https://drive.google.com/file/d/1Ib5Jf0ErAWfaU99YUedTc68jemKmKFfT/view
      b. BC: https://3.basecamp.com/4057320/buckets/8377381/messages/1837097025

D. Video Production Checklist and Guidelines:
This is the course we share with our clients so they could send us quality videos to edit and we produce quality output. This will also help them start creating their own one-minute videos using the guidelines we follow.
      a. https://drive.google.com/file/d/1-LVgXrR1uaxWx1sD8k7CN_w08x_1VumP/view
      b.BC: https://3.basecamp.com/4057320/buckets/11949818/todos/1856889118

E. How to add To-Do Entries in Basecamp:
This is a how-to and why we add to-do's in Basecamp. FAQ you might encounter is included in the thread.
      a. A detailed instruction on how
      b. BC: https://3.basecamp.com/4057320/buckets/8372346/documents/1192037298

F. Video Examples and Video Editing Assets:
This is where you can find our templates and video examples we use in editing to meet our standard output.
      a. https://drive.google.com/drive/u/1/folders/16v1AD0AR5VgkyJK2xo5ehlTpTDIDp_J3

G. Video Content Reporting:
An open communication thread where you can post questions and solutions to help everyone in the team.

Video Editing Course

COACH**YU**

a. https://3.basecamp.com/4057320/buckets/11949818/messages/1767530806

H. RAW Videos
This is where you can find most, if not all, the RAW video files we use for editing.
a.
https://drive.google.com/drive/u/0/folders/1FJM6l6g_wk-g20EMCqjwYsemBgONCuXW

I. BlitzMetrics Logic Engine
A video that Dennis' discussed in detail the framework of the company.
a. https://www.youtube.com/watch?v=Sv3ipcJ0OQ0
b.
https://docs.google.com/document/d/1DjWZ7FJNrs0jzeb9laGR9ZfVEqZL06JNuekrkZsoIcs/edit

J. Internal Task/Training Video Edits for 1000 Task Library
a.
https://docs.google.com/spreadsheets/u/1/d/1rnGlS4R9alyn8ZxHjpqNpQZlnfOd4xZePK_xrwk1DWo/edit#gid=1902164872
b. BC
https://3.basecamp.com/4057320/buckets/8372346/messages/1183940561#__recording_1199114337

K. Video Upload & Edit Workflow For BlitzMetrics
a.
https://docs.google.com/document/d/1tzeIOlLji60AF0K9Uv_PJ3MJvyM50xUWEjzPoRSL7rc/edit

L. Creating a Graphic Illustrating Editing Tools:
a. https://drive.google.com/file/d/11oK0ZdnlD1lLa8b69sZydGX6QJAztRZg/view
b. BC: https://3.basecamp.com/4057320/buckets/8377381/messages/1184617445

M. Attribution Course
a. https://academy.blitzmetrics.com/courses/attribution-training/
b. BC:
https://3.basecamp.com/4057320/buckets/8375113/messages/1184223886#__recording_13219923

N. Productivity Tracker
This is a document where we track the productivity of the team to ensure we hit the number of videos we edit on a weekly basis.
a.
https://drive.google.com/drive/u/1/folders/1cLJgFsxNnnG0mijuMn5756koigGmPlmt

Video Editing Course

O. Client Editor List
We delegate our clients per editor so we can have an in-depth understanding of their vision, goals, and preferences.

      a.

      https://docs.google.com/spreadsheets/d/1G622P6gpzzfEVsm4pVhBZSK1G-HCZV42B8a6s-7CpF2s/edit#gid=1929614707

P. Video Editing Team Reports
On this thread, we send out our reports to Dennis and the rest of the higher ops for tracking and ensure we are on track with our goal.

      a. https://3.basecamp.com/4057320/buckets/8372346/messages/1755536723

Q. Repurposing Content
An ongoing project to templatize most of our video edits so we can produce repeatable excellence.

      a.

      https://3.basecamp.com/4057320/buckets/8375185/messages/1968633582#__recording_2007011681

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