

Yesterday you made yourself a plan; today you need to work out how to resource your video making.

Watch today's video then re-read this guide.  
Enjoy!

## **STEP 2 – VIDEO SUPER POWERS**

### **RESOURCING**

## A DIY VIDEO APPROACH

This is the option most business kick start their video production with.

It's low cost, you can work at your own pace and is relatively simple.

A smartphone and skills help. But if you have less of the latter there are plenty of on line learning resources or you can attend a training course.

How much video you then create is down to your energy, enthusiasm and time.

At this stage I would avoid the editing process – it can be a real time suck. SO create simple videos that you can export and publish from your phone.

Of try iMovie on your phone or computer – it has a really simple interface, simple effects and editing tools as well as the ability to add text and music within your video.

## OUTSOURCING

DIY video is really effective if you keep it short and simple.

But as your videos get more complicated or you're wanting to produce a higher volume of video then this might be the time to outsource.

At this stage creating video internally is probably coming at a time cost to your business, so outsource.

It can be a videographer or an editor or even a production company, but engaging professionals will take the heavy lifting from you and your team.

It means you'll have a high level of skill and experience which will in turn lead to a more time effective process and results of a higher standard.

It also means you have access to specialist gear such as drones and underwater gear or skills that you might not have in house such as script writing or motion graphics.

## IN HOUSE PRODUCTION UNIT

When you start commissioning video externally at high volume, the costs start to become prohibitively expensive. But it's also likely to be when you've realised the true benefit of video and are prepared to invest in video making.

This is the point that you might want to consider setting up an in house production unit. This might be employing a multi skilled videographer who can shoot and edit or an entire production team. You may even want to invest in your own technical equipment or setting up an in-house studio.

Whatever option you chose, there are initial set up costs but you should be able to amortise them over time. And yes there are ongoing staffing costs. But bringing video in house means that you can manage it all and retain far greater control on the spend and cost of production. That's all the planning for today.

That's resourcing done!

See you again for **Step 3** when I look at how you can use your smart phone as an all-in-one production unit.