



HOW TO WRITE A GREAT

VIDEO BRIEF

IN 5 EASY STEPS



WHY SHOULD YOU USE THIS GUIDE?

MANY ORGANISATIONS WASTE A LOT OF TIME, MONEY AND RESOURCES ON CREATING VIDEOS BECAUSE THEY DON'T BOTHER CREATING A SOLID BRIEF BEFORE HAND.

BY TAKING YOUR TIME WITH THIS DOCUMENT AND CAREFULLY COMPLETING THE WORKSHEET AT THE END OF THE GUIDE, YOU'RE MAKING SURE THAT YOUR VIDEO PROJECT SUCCEEDS.

THIS GUIDE WILL HELP YOU:

- FOCUS ON THE OUTCOME NOT THE TOOL
- NAIL YOUR STORY
- GET THE BEST FROM YOUR PRODUCTION COMPANY

SO MAKE A CUP OF TEA, PRINT THIS OUT AND GET YOUR IDEAS FLOWING. YOU'LL BE GLAD YOU DID.



**WRITING A GREAT VIDEO BRIEF IS A BIT LIKE
SHARING A GREAT RECIPE WITH A FRIEND WHO IS
GOING TO COOK YOU A MEAL.**

WHEN FOLLOWED THE CHANCES OF THE MEAL
BEING DELICIOUS IS GREATLY INCREASED.

NOW APOLOGIES IF I HAVE GOT YOU FEELING
HUNGRY, IT IS JUST AN ANALOGY 😊



STEP ONE

PURPOSE

CLEARLY COMMUNICATE THE PURPOSE YOU
WANT TO ACHIEVE FROM THE VIDEO



THE MOST IMPORTANT THING TO GET CLARITY ON IS THE PURPOSE FOR CREATING THE VIDEO.

SOMETIMES IT CAN BE THAT SOMEONE IN YOUR TEAM HAS SAID 'WE NEED A VIDEO.'

MY ADVICE IN SUCH CIRCUMSTANCES IS 'YOU DON'T NEED A VIDEO, DON'T BOTHER! SAVE YOURSELF THE TIME AND BUDGET.'

UNTIL YOU ARE CRYSTAL CLEAR ON THE PURPOSE BEHIND CREATING THE VIDEO AND WHAT YOU WANT IT TO ACHIEVE FOR YOU, DO NOT CREATE A VIDEO.

UNLESS OF COURSE YOU HAVE THE BUDGET AND YOU JUST WANT TO SPEND IT REGARDLESS!



STEP TWO

RAILWAY LINES

DON'T CONFUSE VISUAL IDEAS WITH WHAT
YOU WANT TO SAY (THE NARRATIVE)



WHEN YOU RELATE THE RAILWAY TRACKS ANALOGY TO CREATING VIDEO THE TWO TRACKS TO CONSIDER ARE...

- 1) THE NARRATIVE / THE STORY
- 2). THE VISUALS

I ALWAYS ASK MY CLIENTS WHICH DO YOU THINK IS MORE IMPORTANT?

NATURALLY I GET DIFFERENT ANSWERS DEPENDING ON THE PERSON BUT MY ANSWER IS ALWAYS THE SAME.

THE NARRATIVE IS ALWAYS MORE IMPORTANT.

IT IS THE BACKBONE OF THE VIDEO AND MUST DELIVER ON THE PURPOSE YOU HAVE SET. ALWAYS KEEP THAT IN FOCUS



ONCE THE NARRATIVE (OFTEN THIS IS WHAT WE WILL HEAR AS THE VIEWER OR NOWADAYS POTENTIALLY READ AS TEXT ON SCREEN) IS LOCKED THEN THE JOB OF THE VISUALS IS TO BRING THE STORY TO LIFE.

THINKING TOO MUCH ABOUT THE VISUALS WITHOUT NAILING THE NARRATIVE FIRST CAN BE A BIG DISTRACTION. THE VISUALS WILL NATURALLY FOLLOW ONCE THE NARRATIVE IS LOCKED.

DOING IT IN THAT ORDER WILL ENSURE YOU STAY FOCUSED ON THE PURPOSE FOR THE VIDEO AND SAVE YOU TIME AND MONEY.



STEP THREE

DELIVERABLES

BE CRYSTAL CLEAR ON THE NUMBER AND
NATURE OF YOUR FINAL DELIVERABLES



THE CLEARER YOU ARE ON YOUR DELIVERABLES THE BETTER.

WHAT TYPE AND LENGTH OF DELIVERABLES WILL BEST HELP YOU ACHIEVE YOUR PURPOSE FOR THE VIDEOS?

HAVING CLARITY ON THIS IS THE DIFFERENCE BETWEEN KNOWING YOU WANT A THREE-PIECE SUIT IN BLUE WITH 32-INCH WAIST, 34-INCH LEG, 40-INCH CHEST AND JUST SAYING YOU WANT TO BUY 'SOMETHING' TO WEAR.

YOU WOULD BE AMAZED HOW MANY PEOPLE COME TO US SAYING THEY WANT TO MAKE 'A VIDEO' OR ASK US TO COME TO AN EVENT AND 'FILM IT'.

THIS MAKES IT VERY DIFFICULT TO ACCURATELY QUOTE FOR THE JOB AND CAN LEAD TO MISUNDERSTANDING OF EXPECTATIONS ON BOTH SIDES



STEP FOUR

BUDGET

KNOW YOUR BUDGET AND BE UPFRONT
ABOUT WHAT YOU HAVE TO INVEST



**BEING CLEAR AND UPFRONT ABOUT YOUR BUDGET FROM THE
OUTSET SAVES EVERYONE TIME.**

BEFORE WE ROUTINELY ASKED OUR CLIENTS ABOUT THEIR BUDGET, WE USED TO SPEND A LOT OF TIME PUTTING QUOTES TOGETHER ONLY TO FIND THEY HAD A FRACTION OF THAT TO INVEST IN THE PROJECT.

CHOOSE A COMPANY OR COMPANIES THAT YOU WOULD LIKE TO WORK WITH (YOU LIKE THEIR WORK, YOU VALUE THEIR ETHOS, YOU HAVE HEARD GOOD THINGS), THAT BROADLY OPERATE IN THE SAME BALLPARK AS YOUR BUDGET FOR THE PROJECT.

SHARE THE BUDGET YOU HAVE TO INVEST IN THE PROJECT WITH THEM.



ASK THEM FOR EXAMPLES OF WORK IN YOUR BUDGET RANGE
ALONG WITH THEIR SUGGESTIONS ON MAKING THE MOST OF THE
AVAILABLE BUDGET.

THIS IS SO HELPFUL AND WILL ENABLE IDEAS TO FLOW.

WHEN WE KNOW THE BUDGET, WE CAN FOCUS OUR EFFORTS ON
WHAT IS ACHIEVABLE AT THAT PRICE POINT.

**SOMETIMES WE HAVE TO SAY WE ARE UNABLE TO HELP CLIENTS
ON THAT BASIS BUT THIS SAVES US BOTH A LOT OF TIME EARLY IN
THE PROCESS.**



STEP FIVE

GET STARTED

START THE BALL ROLLING



IT IS NATURAL THAT YOU MAY NOT BE CRYSTAL CLEAR ON ALL OF THE ABOVE STRAIGHT AWAY.

THAT'S OKAY.

PART OF OUR JOB IS TO HELP OUR CLIENTS DEVELOP CLARITY AND INSIGHT BASED ON OUR EXPERIENCE IN THIS AREA.

THIS USUALLY BEGINS ON THE PHONE AT THE TIME OF THE INITIAL ENQUIRY.

TYPICALLY, THE NEXT STEP IS TO SEND A 'BRIEF FOR A BRIEF' DOCUMENT TO COMPLETE AND SEND BACK TO US.

BASED ON THIS DOCUMENT WE CAN THEN SEND A DETAILED QUOTE FOR THE WORK.



ONCE THE PROJECT IS COMMISSIONED, IT MAY TAKE A NUMBER OF FURTHER MEETINGS TO DECIDE ON THE FINAL MESSAGING AND THE EXACT VISUAL STYLE.

WRITING A GREAT VIDEO BRIEF TO START WITH OR AT LEAST HAVING A WELL COMPLETED 'BRIEF FOR A BRIEF' DOCUMENT SETS THE PROJECT OFF ON THE RIGHT FOOT.

IT PROVIDES CLARITY AROUND THE PURPOSE, THE DELIVERABLES AND THE BUDGET.

THIS HUGELY INCREASES THE LIKELIHOOD OF A GREAT RESULT EVERY TIME.



I HOPE THIS HAS BEEN HELPFUL

NEXT STEPS

GET IN TOUCH



IF YOU HAVE A PROJECT TO DISCUSS

COMPLETE THE BRIEF FOR A BRIEF DOCUMENT ON THE LINK
BELOW AND LET'S CHAT.

IF YOU WOULD LIKE TO SPEAK ON THE PHONE BEFOREHAND,
PLEASE CALL THE OFFICE ON

0121 364 1088 / 0208 123 1183

OR EMAIL

HELLO@BEINSPIREDFILMS.COM

*****BRIEF FOR A BRIEF DOCUMENT*****