COACHYU

VIDEO EDITING COURSE

GUIDE VERSION

Systemize your knowledge

DENNIS YU
Chief Technology Officer

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.
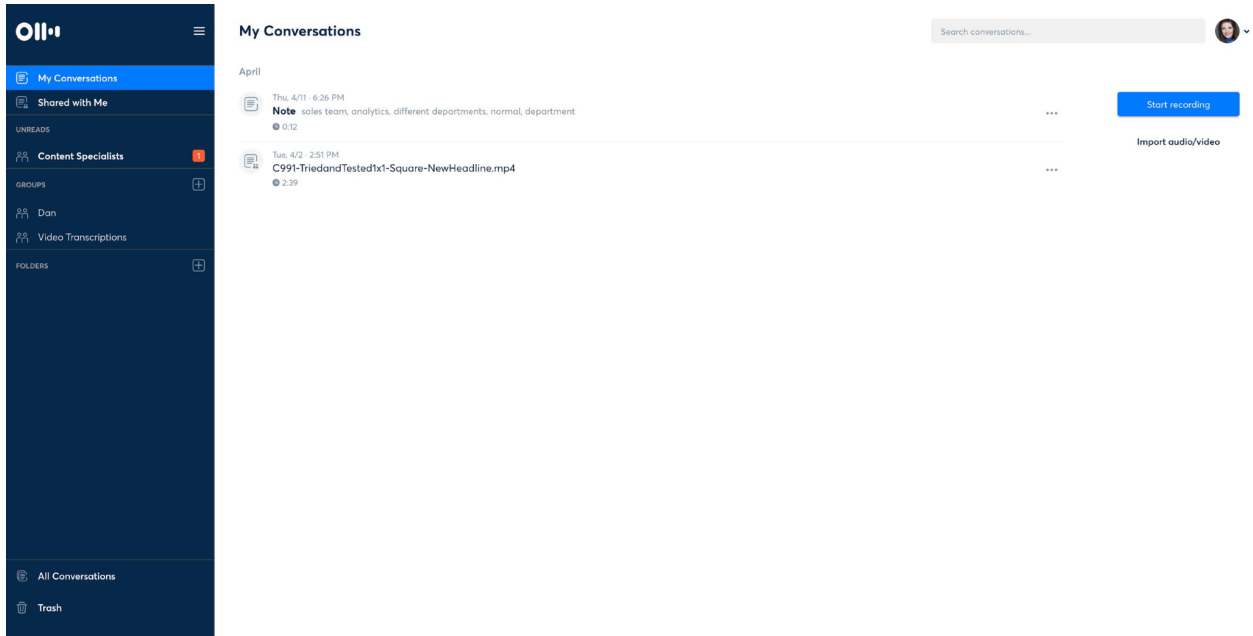
Otter.ai For Transcription

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.
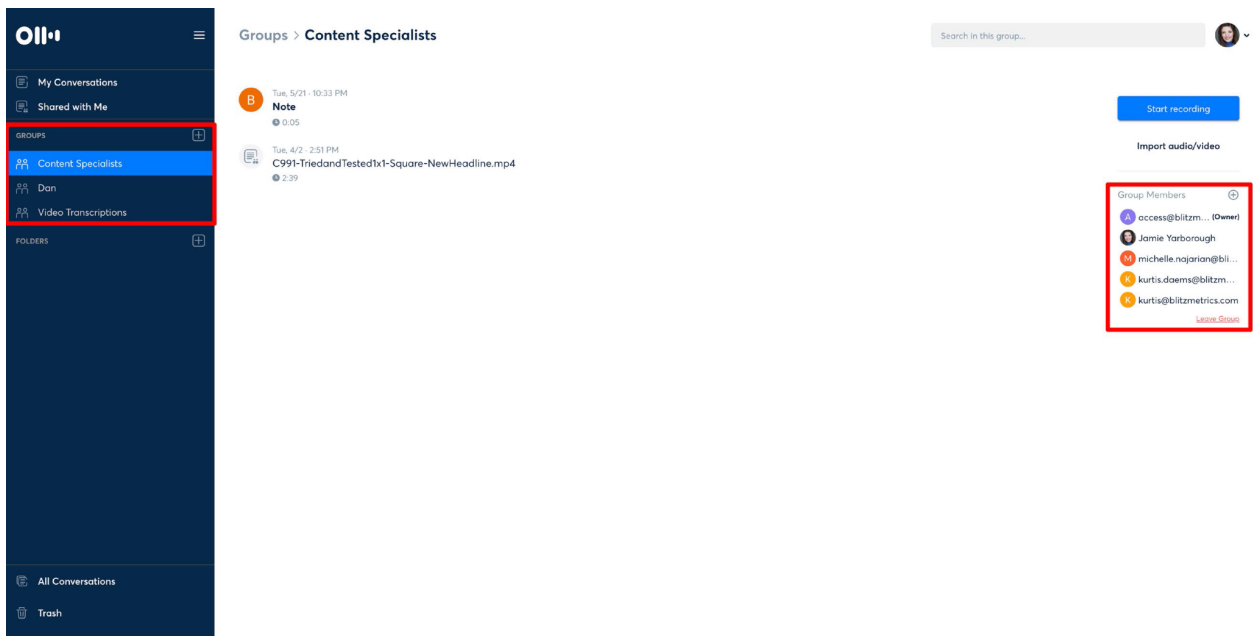

Using Otter ai

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.
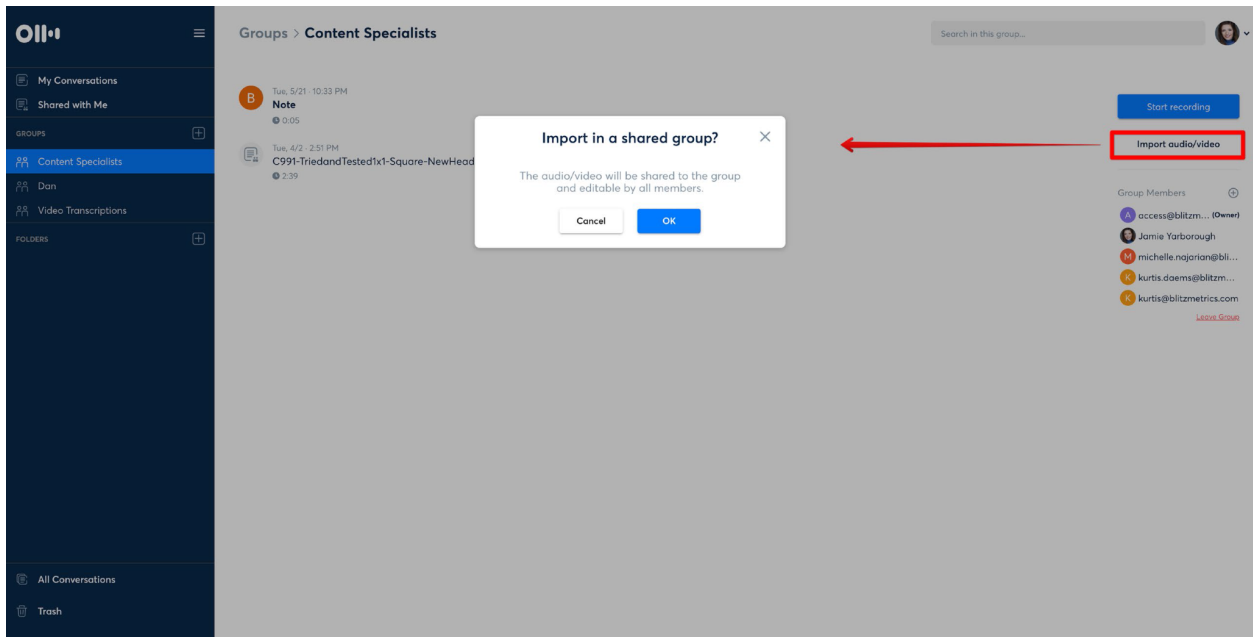

Import Video For Transcription

Click the **"import audio/video"** button.
- If you are doing this within a shared group it will ask permission.
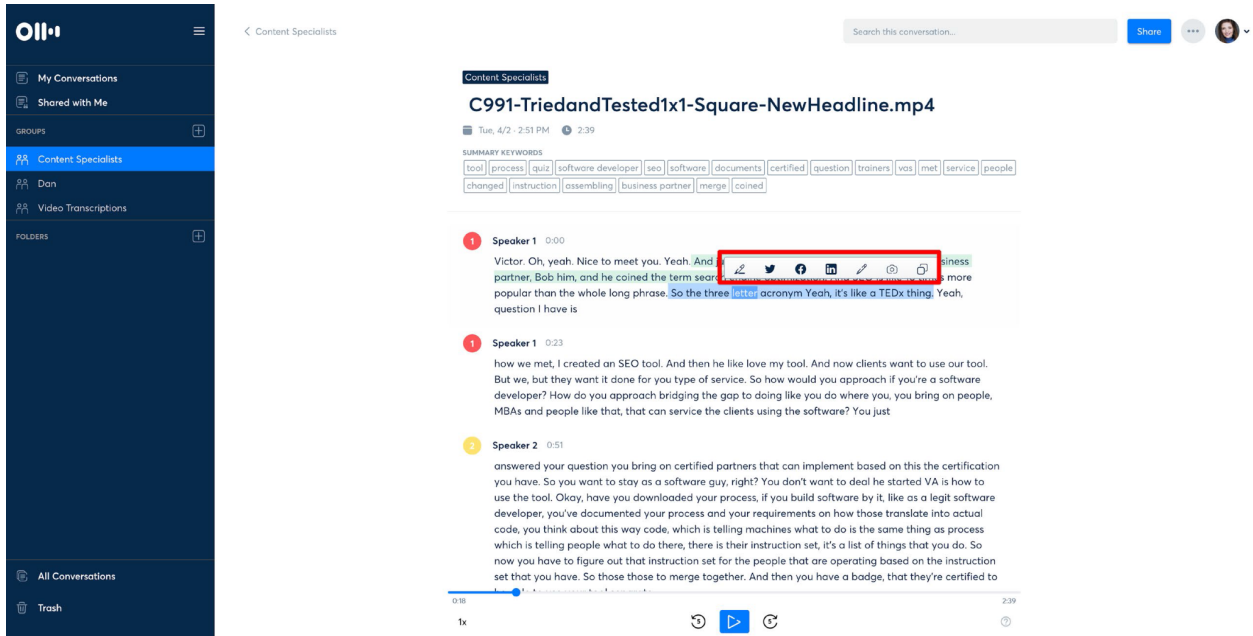
Video Editing Course

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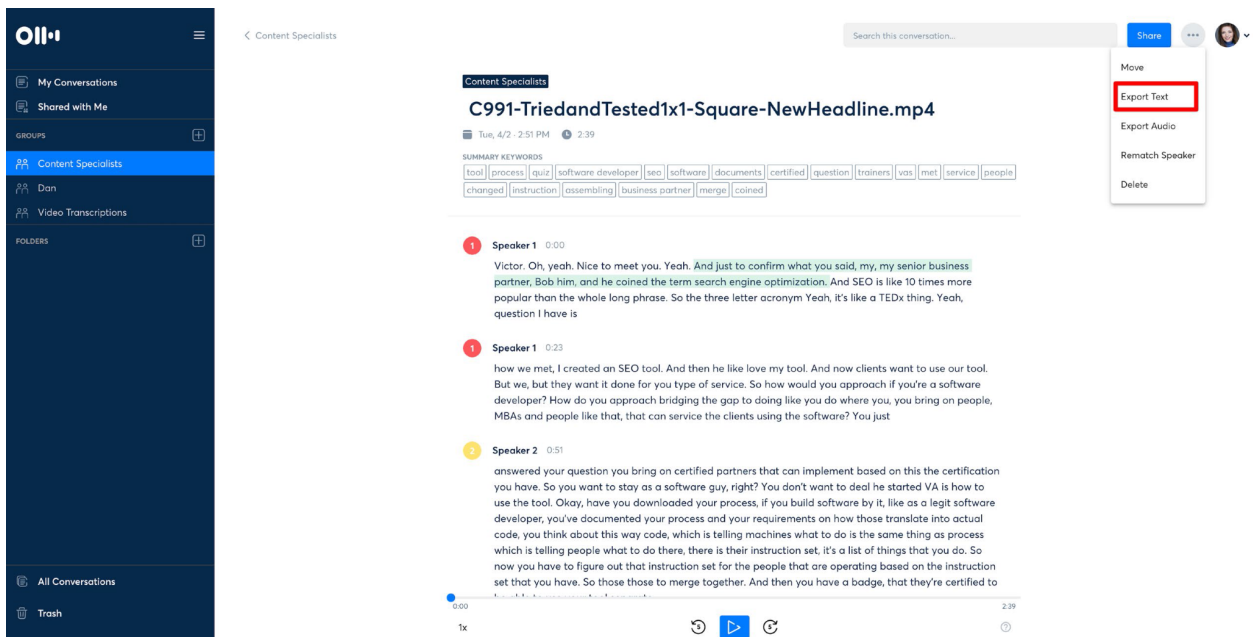

Once it has finished downloading the video, Otter will work its magic. The timing of this varies depending on the video file size.
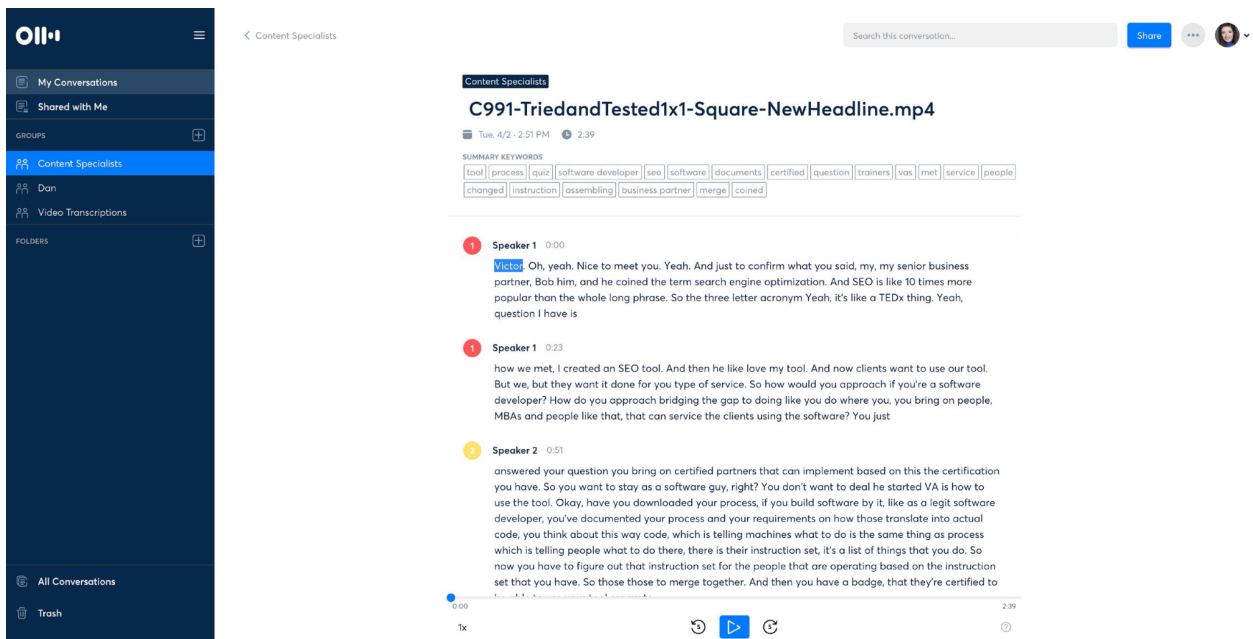
Not every transcription is perfect, so Otter does provide the capability to edit and highlight text.

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
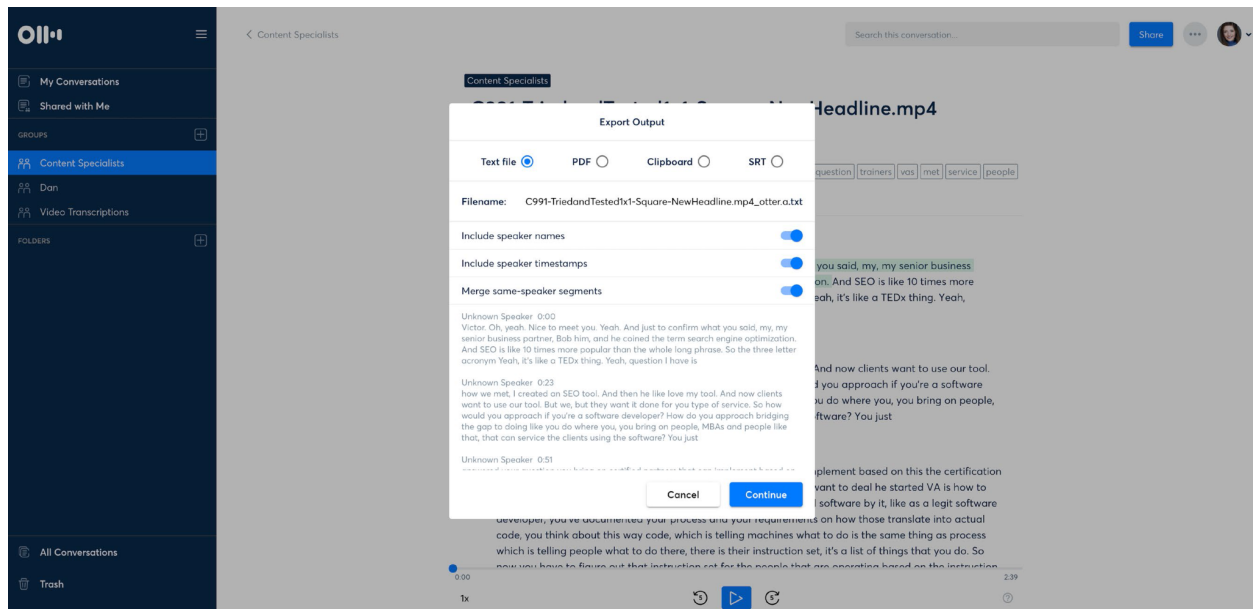
How To Submit a FancyHands Transcription Request

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.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

 ➢ HTML (Free /Available to everyone)

 ➢ PDF / TXT (Available to V.I.P. members. Free Standard members can
   access up to 5 PDF/TXT eBooks per month each month)

 ➢ Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below