

# VIDEO EDITOR TRAINING COURSE

Systemize your knowledge



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**GUIDE VERSION**

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# Video Editor's Guide

As our team is completely remote, it's important we all follow these systems and expectations to ensure we work together as a cohesive team. As a member of a team, you must understand that these are the non-negotiable expectations.

## Communication is KEY

We expect our team members to respond to messages in less than 24 hours Monday to Friday. This is non-negotiable and super important as we need to be able to communicate and manage clients in a timely fashion.

## Project Management in Basecamp

We use Basecamp as our main dashboard for any business related tasks. It's important that you are keeping your tasks up-to-date.

## Our Promise To You


In return, you can expect from us all of the following: Payment on time, every time (unless there is a valid and justified reason for its delay).  
BONUSES: We give incentives to those people who perform and also level up/promote those who deserve it. We will definitely see your hard work even with our managers' busy schedules.

## Complete Support And Assistance

We have every resource available for you in case you get stuck and lost. You can always reach out to your Team Lead if you need further assistance. We handle all of this for you so you can focus on your zone of genius—getting amazing and reliable output. But please note that we highly encourage you to take the initiative to study and learn on your own. Our workflows and systems make your job easier and our promise to you is that we will never stop optimising and improving those systems (so your feedback is important). At the end of the day, we need to get results for clients (aka make them money) and keep them happy to minimise client churn.

We're here to deliver amazing results for our clients, so there are some certain expectations we have of you as a team member that are important to communicate.

# Video Editor Training Guide One-Pager Checklist



## VIDEO EDITOR TRAINING GUIDE ONE-PAGER CHECKLIST

- Know the responsibilities for each role within the video team.
- Understand the video editing pipeline and learn each step of its phases.
- Review what a video editor needs to do after editing a video.
- Learn the basics of the Video Editing Checklist.
- Study steps on How to Create A Speaker Reel.
- Learn how to edit one minute videos and audiograms for podcasts using Descript.
- Repurpose long-form Video Content.
- Know the different aspect ratios for every social media platform.
- Know different ways on how to download a video.
- Learn steps on how to edit Cameo Videos.
- Grasp the basic mistakes of a Video Editor.

# VIDEO EDITOR'S RESPONSIBILITIES

As a member of our team, we need you to use our systems. Everyone has their own way of doing things, the problem with that is that it becomes very difficult to coordinate with everyone else if no one knows why or how you're doing things.

That's why we've developed a strategized Basecamp workflow. They're in place for a reason: to standardize our processes and streamline workflows, but to also streamline communications. By knowing what is going on, what comes next and when it should be done by everyone on the team can work together more effectively.

During onboarding of the client, we want to have a specific folder in this [drive](#) for the client, with subfolders:

- ASSETS.
- RAW VIDEOS.
- EDITED VIDEOS.

As a video editor, you must also maintain being productive. The tasks that are billable are tasks where you need to be involved in your work. If you are waiting for a download or a render to finish, you must be doing other productive tasks while waiting. If you run out of tasks while waiting for your files, then you must make sure that you turn off the TimeCamp entry and not include your waiting time on your invoice.

Here is a short summary of what is billable and what is not billable if you are paid by the hours. Keep in mind that there may be other categories.

Task	Billable in TimeCamp?
Understanding the video brief	Yes
Creating a Basecamp To-do	Yes
Setting up the downloading of files	Yes
Waiting for files to finish downloading	No
Editing	Yes
Waiting for videos to finish rendering	No
Setting up the uploading of files	Yes
Waiting for videos to finish uploading	No

# UNDERSTANDING VIDEO EDITING PIPELINE

## Video Editing Pipeline

- Briefing and Cutlist
- Review of Assets
- Assigning the Task
- Video Editing Phase
- QA by Video Team Manager
- Approval
- Client's Review
- Revisions Required

This process in Basecamp connects creative strategy with our video editors in order to produce and finish the videos for our clients.

The creative pipeline is the video editing pipeline that powers all of our content creation.

**BRIEFING AND CUTLIST:** This is where our Video Team Manager loads the briefs ready for Project Management to take over for Video Editing.

**REVIEW OF ASSETS:** This is to send the template, call to action, bumper, lower thirds or whatever assets to use in the video to the client. This will reduce the revision at the end of the process since the assets we will use is presented to the client before applying it in the video. Then this will be done by the Video Team Manager since they know where all video assets (templates, logos, CTAs) are kept, and what are the assets to use.

**ASSIGNING THE TASK:** Once the video brief, cutlist and the assets are done, then the VTM can now assign the task to editors.

**VIDEO EDITING PHASE:** Tasks in the “Video Editing Phase” are currently under development with the assigned Video Editor.

**QA BY VIDEO TEAM MANAGER:** After the video editor send his iteration on Basecamp, VTM can now check if the correct assets provided are used and if the video has been edited well.

**APPROVAL:** Once VTM approves the video, the Project Manager or the Operations VA



assigned can now send the video to the client for his review, or if it's an internal video, they can approve if the video is now ready to be posted.

# VIDEO TEAM MANAGER'S RESPONSIBILITIES

## OUR PROCESS IS GREAT BUT LET'S MAKE THEM BETTER!

It's important to get a clear definition over what processes a video team manager is responsible for.

Our processes are there to ensure quality. A video team manager helps us by improving what the team has built to make delivering results for clients even BETTER!

As a valued member of our Video Team, video team managers are responsible for the following processes:

1. **MANAGING AND CLEANING UP OUR [VIDEO EDITING QUEUE SHEET](#):** This is to ensure that all our videos are placed in our Video Editing Queue Sheet. The video team manager also needs to check the videos that can still be used for evergreen content, tasks that are unfinished and reassign to the Video Team.
2. **LIASING WITH THE PROJECT MANAGER:** You will work directly with our Project Manager to understand what ads are generating results and to help brainstorm new angles, creative and variables we can test to continuously improve results.
3. **COST CONTROL:** We expect you to treat video editing and briefing with a level of financial responsibility. We are aiming to finish our video tasks in a short period of time and would also want to avoid editing videos that aren't going to be useful.

**PRELAUNCH CREATIVE REVIEW** - Review and understand what assets the client has supplied, their brand tone/voice, target customers and social media channels.

**CREATIVE STRATEGY: It's your job to help strategize and plan our creative strategy to ensure results for our clients.**

## **What A Video Team Manager Must Provide to Video Editors**

- Banner Title:
- Template to use:
- Brand colors:
- Bumper:
- Call to Action:
- Lower Thirds:

When the team onboards a NEW client, another team member will share a folder containing all of the client's assets for the video team. In some cases, clients will already have a range of suitable creatives we can begin working on.

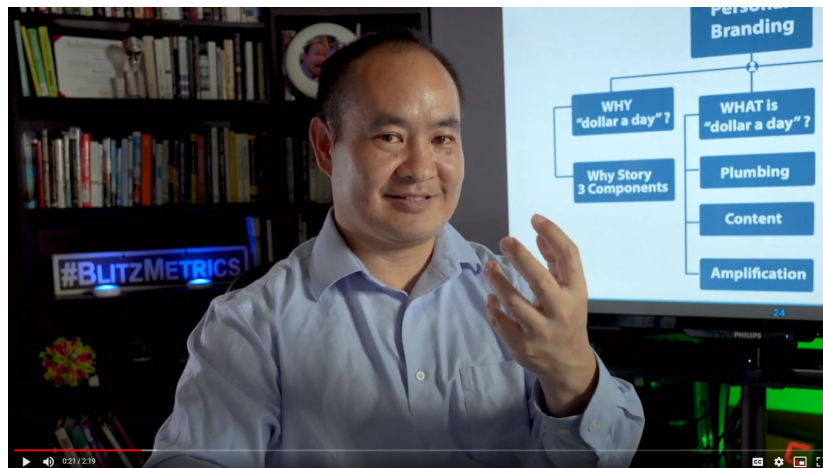
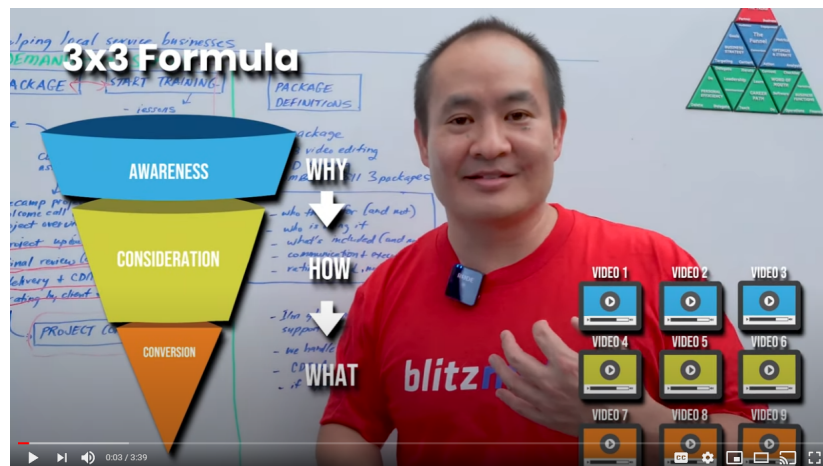
Most of the time, our clients will have limited options so in this case, we may need to create custom assets based on the RAW files they share with us which will also be part of your task.

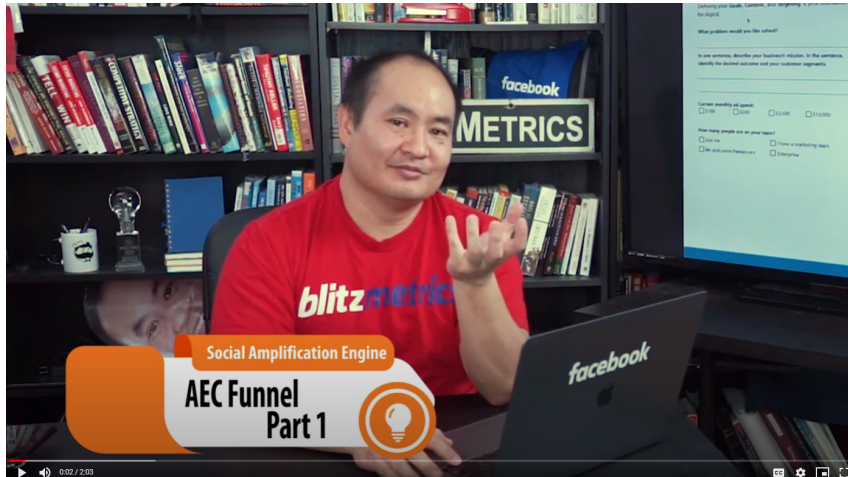
# BRIEFING: MAKING CREATIVE DECISIONS

## GETTING CREATIVE

It'll be hard to know where to start without proper instruction and guidelines. That's why we created our One Minute Video Templates, which is a very basic framework on some of the creative formats we like for an output. It is a breakdown of our most commonly used creative formats.

Make sure you understand the various levels of the funnel and our 3x3 video grid that we need to build a creative for.





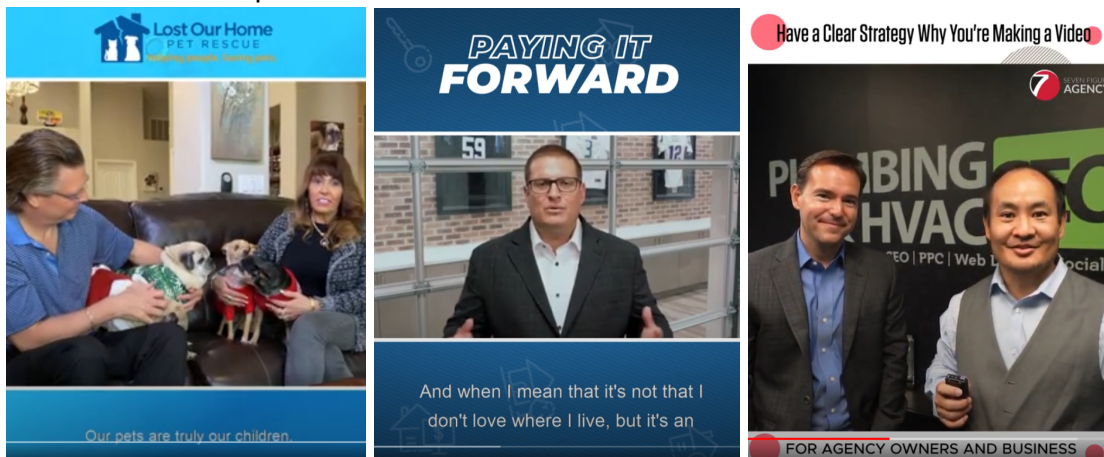
We are aiming for a quality work in a short period of time that is why we have it all ready and prepared before you get started.

# REVIEWING CREATIVE ASSETS

Before briefing new creative assets into the production pipeline, it's important to ensure all information and instructions are with clarity and consistency so the video editor can handle the job efficiently.

If we send the same style of briefs every time, it's a lot easier for our team to handle the task and to avoid making mistakes that require revisions further down the line. Yes, this will limit the creative freedom of our Video Editors but this will also ensure that quality output is delivered to our clients.

1. Choose the [template](#) that the Editor will use, or create a new one according to their brand. See examples below:



2. Make sure that the template matches the client's brand and colors.
3. Create a bumper and CTA and upload it in the ASSETS subfolder in the client's drive.
4. Provide a compelling title for the video.
5. Specify the aspect ratio of the video.

## HOW TO FILE THE FINAL VERSION OF AN EDITED VIDEO

These are the steps to add the file to our google drive and share to the client with Implementation.

Sometimes, our Video Team sends several versions before the editor has achieved the final quality output. These versions help keep our Google Drive organised.

**STEP 1:** Make sure the outputs are correct - correct files, all sizes, all run correctly.

**STEP 2:** Name the file according to our naming convention.

- 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 iteration
- 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*  
*BlitzMetrics\_promo video\_v1\_08062021\_4x5*

**STEP 3:** Upload the final output in Edited Videos in the Client's drive. Do not duplicate it. In case there is an older version, delete it.

**STEP 4:** [Update VEQS](#) and ensure that all fields are filled correctly.

# Social Media Aspect Ratios

## FACEBOOK VIDEO SIZES

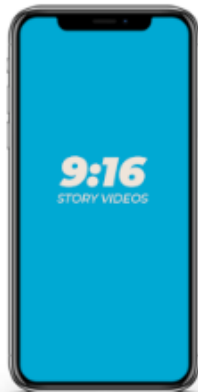


## INSTAGRAM VIDEO SIZES





### SNAPCHAT VIDEO SIZES



### TWITTER VIDEO SIZES



### YOUTUBE VIDEO SIZES



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