

Video Editing Questionnaire

To better understand your needs and expectations for the videos, please take a few minutes to fill out the questionnaire. Please note that this is for video editing services only. We are not filming the video footage.

There will be 2 rounds of review. The first round is your chance to pick apart what you want to include and what you do not want in the video. The second round is for any tiny edits or finishing touches.

It is highly recommended to create a script for your video and practice a few times before recording. The finished video will be 2 minutes long, and will require 8-10 minutes of raw footage to submit.

First, we want to learn more about you and your law firm.

What do you do? What area of law do you practice?

What is your website URL?

Where is your location?

What is a quick, 1-2 sentence description of your law firm's brand? (i.e., relaxed, professional, accessible, elite, etc.)

What is a quick, 1-2 sentence description of your target audience(s)? (i.e., age, gender, interests, motivations, etc.)

This section will cover important information for each video.

VIDEO 1:

What is the goal for this video?

Has the video footage been shot yet?

Are there any deadlines that we need to know about? Is the video for anything timely?

Where will the video be used?

Are there stakeholders who will need to approve the video?

Is there any additional information you would like to share?

VIDEO 2:

What is the goal for this video?

Same as video 1

VIDEO 2 cont.

Has the video footage been shot yet?

Are there any deadlines that we need to know about? Is the video for anything timely?

Same as video 1

Where will the video be used?

Same as video 1

Are there stakeholders who will need to approve the video?

Same as video 1

Is there any additional information you would like to share?

Same as video 1

VIDEO 3:

What is the goal for this video?

Same as video 1

VIDEO 3 cont.

Has the video footage been shot yet?

Are there any deadlines that we need to know about? Is the video for anything timely?

Same as video 1

Where will the video be used?

Same as video 1

Are there stakeholders who will need to approve the video?

Same as video 1

Is there any additional information you would like to share?

Same as video 1

VIDEO 4:

What is the goal for this video?

Same as video 1

VIDEO 4 cont.

Has the video footage been shot yet?

Are there any deadlines that we need to know about? Is the video for anything timely?

Same as video 1

Where will the video be used?

Same as video 1

Are there stakeholders who will need to approve the video?

Same as video 1

Is there any additional information you would like to share?

Same as video 1