Free checklist

Get ready to be filmed

Everything to sort before a video shoot so the day runs fast and you look your best. Print it, tick it off, stick it on the fridge.

One week before

- [ ] Write down the 3 to 5 things you want people to know
- [ ] Pick the location and check the light at the time we shoot
- [ ] Ask the people who will be on camera, and let them know what to wear
- [ ] Collect logos, product samples and anything we should feature
- [ ] Book a quiet window: no deliveries, cleaners or loud jobs
- [ ] Check you have permission to film in the space and any customers in it

The day before

- [ ] Tidy and declutter everything that will be in frame
- [ ] Clean windows, mirrors, benches and screens
- [ ] Charge phones and laptops you might show
- [ ] Read the scripts out loud twice, do not memorise them word for word
- [ ] Sleep. Tired eyes show on camera more than anything else

After the shoot

- [ ] Send us any extra photos, logos or reviews you want included
- [ ] Note any names, prices or details that must be exact
- [ ] Give feedback in one message, all at once
- [ ] Plan where each video will be posted and when

Outfits

- [ ] Solid colours, no small stripes, checks or busy patterns
- [ ] Bring two or three options, freshly ironed
- [ ] Avoid pure white and pure black near your face
- [ ] Skip noisy jewellery and big logos from other brands
- [ ] Wear what you would wear on a good day at work

On the day

- [ ] Phones on silent, notifications off, including watches
- [ ] Turn off fans, music and anything that hums
- [ ] Open the blinds and turn off harsh overhead lights if we ask
- [ ] Have water and a mirror nearby
- [ ] Allow 15 minutes before we roll to settle in
- [ ] Tell us if anything is off limits to film

Want it done for you?

spotd plans, films, edits and posts video for Melbourne businesses. You just show up.