



START HERE

Define The Goals Of This Video



Before anyone talks about budget or booking a shoot, get specific about what this particular video needs to accomplish. Answer these in plain language. You'll hand this straight to whoever makes the video.

Who has to see this video?

Be specific: a title, a buying stage or an internal audience, not just "customers."

What do they currently believe, know, or feel about us?

What should they think, feel, or do differently after watching?

"Build trust" isn't specific enough. Try: "Give sales a credible send-after-the-call asset."

Where will this video actually run?

- | | |
|--|---|
| ☐ Website | ☐ Paid social |
| ☐ Organic social | ☐ Sales deck |
| ☐ Email | ☐ Trade show / event |
| ☐ Recruiting page | ☐ Other: _____ |

IN ONE SENTENCE, THIS VIDEO'S JOB IS:

What Kind of Video Do We Need



A recruiting video, a product explainer, and a sales-enablement piece are three different projects, and they shouldn't be shot the same way. Check every type that applies below. If you check more than two, that's usually a sign to split this into separate videos.

- | | |
|--|--|
| ☐ Brand / awareness
Introduces who you are and what you solve | ☐ Product or service explainer
Shows how something works |
| ☐ Customer testimonial
A client makes the case for you | ☐ Recruiting
Sells the job and the culture |
| ☐ Training / onboarding
Teaches an internal process or skill | ☐ Event coverage
Documents a moment in time |
| ☐ Sales enablement
Something a rep sends after a first call | ☐ Leadership / CEO message
A direct message from leadership |
| ☐ Social / short-form
Built for a feed, not a homepage | ☐ Other
Doesn't fit neatly above |

Primary type for this project:

What does this typically cost?

General market ranges for 2026. Check against your own quotes.

Basic



\$3,500 – \$5,000

Single camera, one location, minimal crew

Standard



\$8,500 – \$20,000

Full crew, scripted, custom graphics (most mid-market corporate video)

Premium



\$35,000 – \$100,000

Multi-day shoots, professional talent, custom sets

Our realistic tier: _____

Target range: \$ _____ to \$ _____

How long will it take?

A standard corporate video runs 4–6 weeks, start to finish.



Pre-production
~12 days

Shoot
~2.5 days

Post-production
~15 days

Our target launch date: _____

Shoot week begins: _____



About 72% of companies use a mix of both rather than choosing one path outright. Check what applies on each side. Whichever column fills up faster is your answer for this project.

LEAN IN-HOUSE

- ☐ Needed fast, low stakes
- ☐ A familiar face on camera helps
- ☐ Simple setup: phone, one location
- ☐ It's internal-only, not client-facing

BRING IN A PARTNER

- ☐ Client-facing or public-facing
- ☐ Needs to hold up for a year or more
- ☐ Requires gear or edit skill you don't have
- ☐ You want an outside read on the message

5 Questions to Ask Before You Hire Anyone

- ☐ **Can you show me a few complete projects that are similar to what we're trying to do?**
Full projects show whether the company can actually tell a story from beginning to end.
- ☐ **What do you need from us before you can recommend an approach?**
A good production company should want to understand the audience, the goal, where the video will be used before proposing a solution.
- ☐ **Who will actually be working on our project?**
Find out who will be producing, directing, shooting and editing the work, and whether those are the same people you're meeting during the sales process.
- ☐ **What does your price include, and what could increase it?**
Ask specifically about travel, talent, music licensing, locations, graphics, additional shoot days and extra rounds of revisions.
- ☐ **What does the process look like from kickoff through final delivery?**
You should come away with a clear sense of the major steps, what you'll be asked to approve, and how long each stage typically takes.
- ☐ **What happens to the footage and project files when the project is finished?**
Clarify whether you receive the raw footage, how long files are archived, and what would be involved if you need changes or additional versions later.

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F I L M S

Ready to Plan Your Next Video?

If you'd like to talk through your next video project with an experienced production team, [connect with us](#).

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