

THE ROUGH DRAFT VIDEO CHALLENGE

Scrappy, crappy, and fast.

Budget **two hours** to write your shot list, film, edit, and export. This is an extremely short amount of time to get all of this done. *Expect it to be a tough challenge.*

1. Use the 3 Section Pitch Video Framework as a guide for writing out your shot list. Don't script out what you want to say word for word, just write enough to remind you what you want to say. This will keep your video feeling much more natural.

2. With your shot list visible as a reference, start recording, look at the camera and perform each shot. These can take a few tries but there's no need to stop recording for each try or even for each shot. The video will be much easier to edit if you have a few large video files instead of many smaller video files.

3. Import your footage to your video editing software of choice. **Select your favorite shots and put them in order on the time line** using only jump cuts (no cheesy or distracting transitions).

4. Add a music bed. Sometimes it's useful to use a slower instrumental for the Purpose & Connection section and then switch to an uplifting, energetic instrumental for your Mission at Hand section. Play around with it until it feels right.

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NOTE: Don't worry about b-roll for your rough draft. If you're running out of time, skip the music bed for now too.

Immediately upload this video to your crowdfunding project (no matter how crappy). Don't worry, you'll replace it with your final video later. Show it to a few people you're really close to and get their feedback.

Now you need to crack a beer because you just did something that takes most people 10 to 60 hours to do. Now you have a video to tweak, adjust, and get feedback on.

Improving a terrible video is infinitely easier and more efficient than speculating about one that doesn't exist.

Shot #	Shot Description
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Tips & Terminology:

Shot List: A shot list, for our purposes, is one sheet of paper with 6 to 10 bullet points that serve as reminders of what you want to say for each section of your pitch video. Hold this in your hand or prop it up in front of you so it's easily readable at a glance.

NOTE: Each "shot" should be a section that you're able to do in one take without referring to notes. If a shot is difficult to remember all the way through, simply split it into two shots. Just keep in mind that your edits should fall into natural, conversational chunks of video.

Video Length: Aim for a video that's between 2 and 4 minutes in order to keep interest, momentum, and energy.

Shot/Section Length: Give the viewer "just enough" information and leave them wanting more. Overloading your video with info makes the viewer tune out. Be selective.

Jump Cut: A type of edit that doesn't use a transition to go from one clip to the next. Wipes, fades, zooms, blurs and all the other cheesy stock transitions that come with your video editing software will be distracting and make your video look, well, cheesy.

B-Roll: Photos or video that can be placed in the video over footage of you talking. These photos or video should be added to help illustrate what is being talked about in the video. You don't have to use b-roll, but it can really help bring your story to life.

Music Bed: Music can make or break your video. Choose music that matches the mood of the story being told.

Natural Light: Lighting can be tough to get right. The easiest trick is to turn off indoor lights and sit in front of a bay window or another natural light source rather than setting up a bunch of household lights that will have varying color temperatures and weird shadow problems. *Worst case:* If you just can't make it look right, go black and white!

Audio: Get your voice as close to the mic as possible to reduce room ambience. If you're using camera audio or a phone, take some extra time to find a room that has little to no ambience. Ambience or room reverb can make it hard to hear what you're saying, but it'll also make it difficult to effectively use a music bed.

Eye Contact: Aim to have long, comfortable eye contact with the camera. It's a common tendency to look away repeatedly out of discomfort, nervousness, or just trying to think of what you'll say next. This can subconsciously make the viewer get a feeling of shiftiness or a lack of confidence from you.

Naturally looking away in a conversational manner can be a good thing too. Just be aware of your eye contact and make sure it compliments the video.

3 SECTION PITCH VIDEO FRAMEWORK

There are a million ways to tell your story. Use this framework to guide and inspire you.

1. Purpose & Connection

- **Build context for a Purpose Worth Backing.** For your purpose to resonate with the viewer you need to offer contextual information that gives reason and meaning. Give the viewer the necessary information to answer “why?”.
- **Offer connection points.** The more specific and personal you are in your story telling, the more connection points you create with the viewer.

2. The Mission at Hand

Show your passion, excitement, and commitment while informing the viewer of the Mission at Hand:

- **Show potential.** Describe how this project will advance your Purpose and where you hope to go with it. This can include your immediate & eventual goals.
- **Show your passion.** Why are you so passionate about this project?
- **Talk about the project.** Here, you can show viewers your artistic vision and get into the nuts and bolts of your project; let the audience spawn interest in the project without overloading the viewer with detail.

3. Inspire Action

Tell the viewer what to do next. ***Be inspiring, urgent, specific and direct.*** This is your Call To Action which needs to include what to do (back my project), when to do it (now) and how to do it (choose a reward and pledge).