



VIDEO EDITING HACKS

Editing Made Easy = DON'T DO IT YOURSELF!

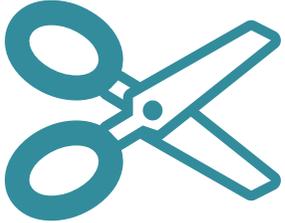
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EDITING YOUR OWN VIDEOS



- Editing can be like going down a rabbit hole - you can easily spend the whole day doing it
- Pedestrian.tv - for local uni students to edit for you



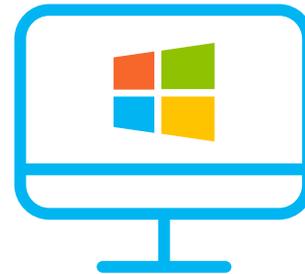
Editing on an iPhone

- iMovie
- FilmoraGo
- Splice



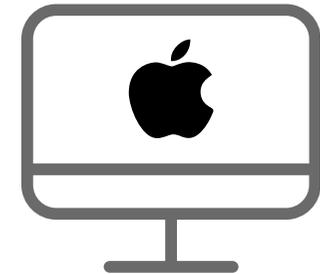
Editing on an Android Phone

- FilmoraGo
- Adobe Premiere Clip
- VivaVideo



Editing on a PC

- Windows Movie Maker
- Filmora
- Screencastify
- Premiere Pro



Editing on a Mac

- iMovie
- Filmora
- Screencastify
- Final Cut
- Adobe Premiere Pro

OUTSOURCING YOUR VIDEO EDITING



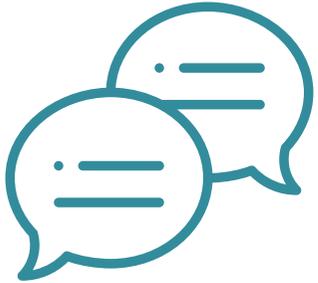
- Saves you time - your most important asset
- Saves you money
- Saves you frustration
- Grow your business faster - focus on the things YOU do best, and leave editing to the experts
- Hire an editor on these websites:
 - www.upwork.com
 - www.fiverr.com

HIRING A VIDEO EDITOR



- Check out their experience/number of hours worked
- Read reviews from their previous clients
- Hire two editors! Then see who you fits into your team better
- Be prepared to manage your editor
- Allow time for uploading and downloading your files
- Questions to ask:
 - Can I please see your portfolio?
 - How many hours do you have available to work?
 - How quickly can you get my video finished?

COMMUNICATING WITH YOUR VIDEO EDITOR



- Set time frames and expectations
 - eg: "The first draft of this video needs to be delivered to me within 48 hours, by Wednesday at 5pm Sydney time"
- Give very clear descriptions and sample videos you like
 - Intro / Outro
 - Animated Logo
 - Lower Thirds - Names and Positions
 - Background Music Style (and how often)
 - Call To Action
 - Fonts, Colours, Branding Elements
 - Graphics on Screen
- Create a spreadsheet with clearly labelled video numbers (if you are shooting multiple videos)

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