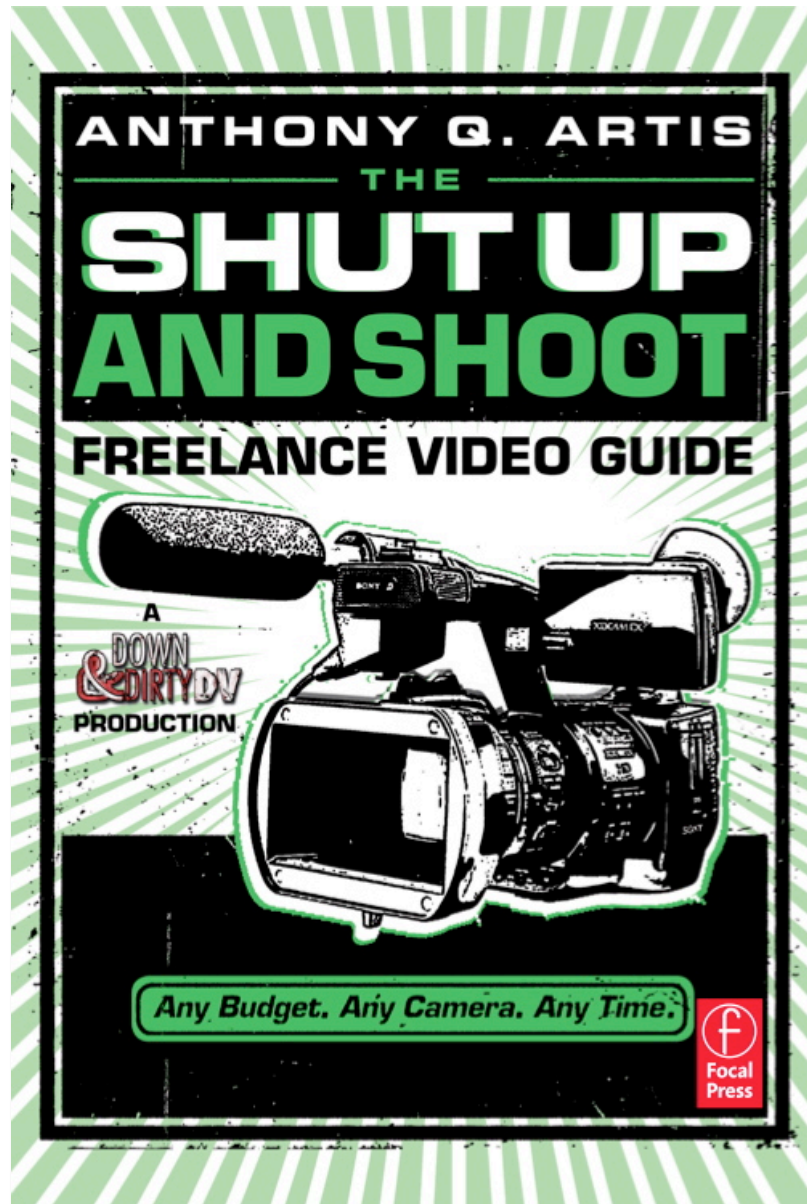


"From **highly-detailed** technical issues to what could possibly go wrong in **any** given situation...the amount of **common sense** advice and **crucial** technical information is **unprecedented.**"

-Harry M. Cheney, Sound Editor
American Pie, Bram Stoker's Dracula, The Legends of the Fall



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THE FREELANCE VIDEO WORKFLOW*

The Client Dance

- Research the client's website and previous promo material.
- Set up initial client meeting
- Determine client's goal, budget, schedule, and if you can *deliver*.
- Submit a statement of work.
- Get client approval of statement of work.
- Get signed contract based on statement of work.

Preproduction

- 1st draft treatment
- 1st draft production plan and calendar
- Client's review and notes on treatment
- Client's review and notes on plan and calendar
- Revised draft treatment
- 2nd draft production plan and calendar
- Book rental equipment and vehicles
- 1st draft script
- Client review and notes of 1st draft script
- Complete 2nd-draft script
- Client review and notes of 2nd draft script
- Final draft script
- Create Storyboard

- 2nd client meeting
- Hire talent
- Hire crew
- Principal crew meeting

Production

- Principal production
- Reshoots and pickups if necessary

Postproduction

- Transcribe interviews
- Paper edit based on transcripts
- Editor's rough cut
- Director's review and notes on rough cut
- Editor's 1st cut
- Director's review and notes of 1st cut
- Editor's 2nd cut
- Director and client's review and notes of 2nd cut
- Editor's 3rd cut with titles and FX
- Client's final approval
- Minor corrections as necessary
- Delivery of final media

*You can download a printable version of this checklist on the Superfly Illmatic Bonus website at FreelanceVideoGuide.com.