PRE-PRODUCTION CHECK LIST

1. Idea Generation (every three months):

 a. Write down 50 to 100 potential video ideas. This process happens every three months, allowing you to choose from a long list when it's time to create, so you don't have to come up with a new idea each time.

2. Story Arc Development:

 a. **Intro**: Introduce the character (yourself or another), defining their traits (e.g., casual, serious, excited).

 b. **Tension**: Outline the challenge or problem to hook the audience.

 c. **Climax**: Define the high point where the problem is solved or major insight is revealed.

 d. **Resolution**: Conclude by tying up loose ends and guiding the audience to take action (e.g., subscribe, like, follow).

3. Hook Creation:

 a. Develop a 3 - 5 second hook to grab attention at the very start of the video.

4. Script Writing:

 a. Write the full script for the video.

 b. Break the script into smaller sections for each scene.

5. Scene Planning:

 a. Find reference images for each scene (from Google or other sources) to demonstrate the style or shots.

 b. Organize the scenes in Milanote (or your preferred app) for accountability, checking off each scene as you go.
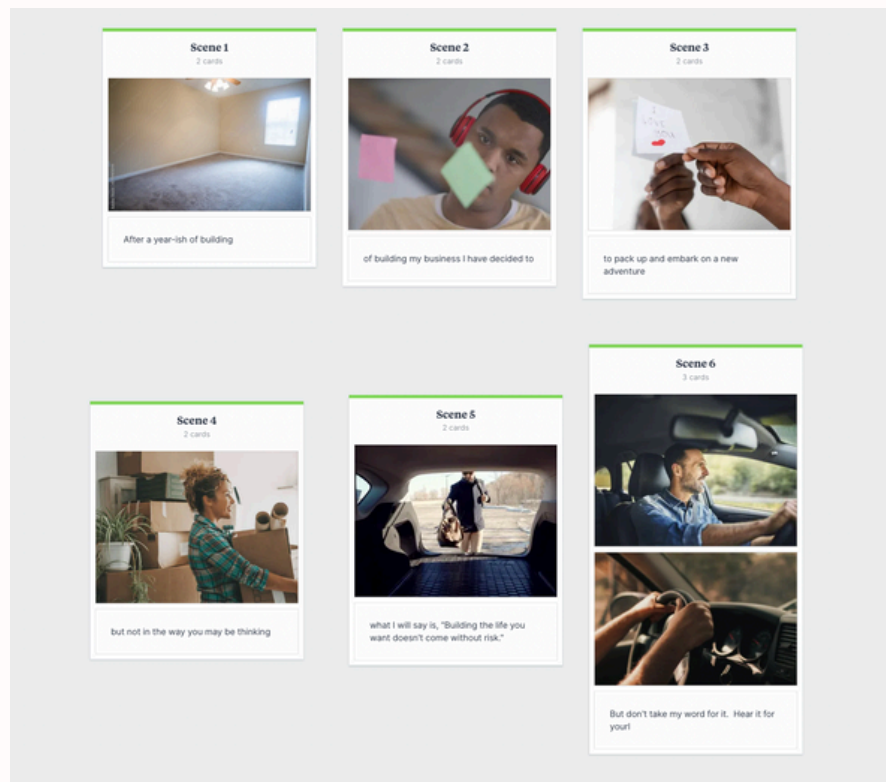
6. Thumbnail Creation (If on YouTube):

 a. Before recording, take a picture for the thumbnail.
  Ensure the thumbnail is eye-catching and aligned with the content.

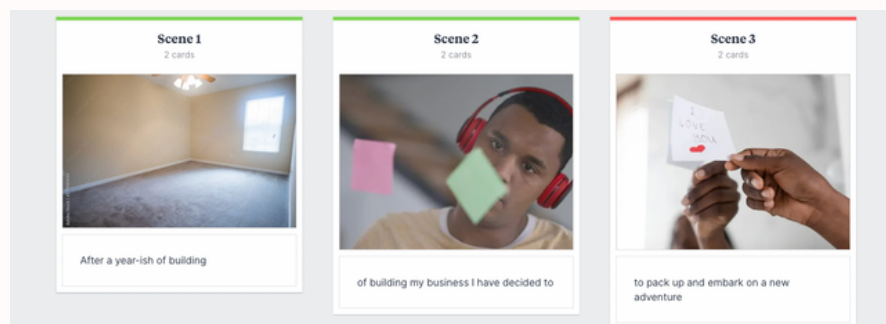*Review the entire flow, story arc, and hook before moving into production.*

"If you fail to plan, you are planning to fail!"
~ Benjamin Franklin

Example of 4 and 5: Break up you script in scenes and find reference pictures

Reason: This helps me not get lost in the production process and not over shoot for a scenes.

My system: When I finish a scene I turn my red bar on top of the scene card green signifying that it have been record.