

# 5 Things To Look For In A Video Contractor

Tim Adams



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We all know and have heard that video marketing is here to stay. But how do you know when you've found the right Video Contractor for you?

What criteria do you use to determine if they are a good fit?

Below are the top 5 criteria I recommend when going through an evaluation process to hire a Video Contractor.

Before we begin, let me introduce myself and share my experiences working with business owners, specifically in the area of video ...

Hi! I'm Tim Adams, owner of Timato Productions, and I have been producing video since 2001.

I have traveled to Africa, the Caribbean and all over the United States in order to tell the stories of brands and companies just like yours.

For me, story is everything and it is core to who a business is; it's part of your culture, your history, your products and services.

It affects everything you do, whether you realize it or not.

What's my story?

After discovering the awesomeness that is video, I was able to see firsthand the power of a well-told AND relevant story in the heart of Africa.

I spent time there, while supporting a 3-week evangelistic series.

With barely two years' experience, I was creating content for a worldwide satellite broadcast. And my videos were impacting people in powerful and positive ways.

Many of my videos documented some aspect of the local culture and community. When people saw themselves on the screen, they became quite emotional.

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It was here ...

... that I first encountered the power of video. And it changed my life.

You've got to understand that I wasn't really sure what I wanted to do for a career up until this trip. Sure, making videos was fun, but I wasn't committed to this as a career path.

When I returned from my trip to Africa, that all changed. I enrolled in a local college and soon had my degree.

I haven't looked back since.

Once I discovered the power of visual storytelling ...

I wanted to bring it to the business world because I see stories everywhere! The problem is, business owners are not trained in telling their stories. Oftentimes, they don't even know where to start.

I wrote this guide to help you, the business owner, hire the right video contractor for you and your business so you can ultimately tell your story in the most impactful way possible.

Enjoy! Here, are the top 5 criteria I recommend when going through an evaluation process to hire a Video Contractor:

### 1. EXPERIENCE

Business owners often don't understand the importance of experience in a video contractor.

Enthusiasm is not a match or replacement for an experienced professional who knows what can, and cannot, be done-particularly for a given budget.

Enthusiasm does not know where the limits are. And while they might be able to accomplish what you want; their efforts will likely not result in a quality end product.

### 2. STYLE

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While experience is hugely important, the style a professional brings ...

... needs to be a match, not only your project, but your brand.

Every video professional has a personal style and this encompasses how they execute:

- The Shoot
- Shot Composition
- How much footage they shoot
- How many angles they need
- How they interact with you and your employees
- How they edit
- What music genres they tend to work with
- Color correction

And much, much more ...

Style may not be immediately evident in terms of consistency, but it is there.

You want to focus in on things like shot composition, editing pace, flow and energy, and how they go about lighting their shots.

Color correction and how images are presented in the final video can say a lot about the style of a video contractor.

### 3. PERSONALITY

You need to evaluate personality to see how well this person will blend into your corporate culture.

Are they someone who comes in and owns the space and is accustomed to taking complete control of their shooting environment?

Are they easy to get along with?

Are they brash, inappropriate, rude, prideful, easy going, collaborative, listens to your input, etc.

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You know your culture and a video professional should be able to blend into that culture fairly easily when it's a good fit and that allows them to exercise their creativity in a more natural way.

If it's the wrong fit, then there will be friction and stress for everyone as you have a clash of personality and culture and trying to make a square peg fit into a round hole never ends well.

Sometimes, a video professional is so desperate for the project they will say anything in order to get it.

As the client, you should have your radar up for anything that could indicate a poor fit and at the very least, bring it up for discussion.

If only to get it out in the open so it can be discussed to your satisfaction.

### 4. PROCESS

Does your video professional have a process for their projects?

It may not seem that important right now, but processes have a way of ensuring consistency, and when you work with a video professional, you want to know they have consistency in their work.

Viewing their past work is great, but often you are seeing the best of the best, but if they lack the processes to deliver what you need, you're wasting your money.

Budget does play an important role in this discussion, as money tends to buy quality.

But you should know what their baseline standard of quality is and if they can't deliver work that visually shows that baseline, I would strongly consider finding someone else.

Knowing what you can expect is hugely important.

A process can also help establish proper expectations, for both you and the producer.

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You need to know what to expect, when to expect it, and the level of communication and collaboration you will experience with the producer.

Similarly, the producer needs to know what you are expecting as a final video, the budget, the project timeline and where the important milestones are for the project so they can be sure to hit those on time and on budget.

### 5. ADAPTABILITY

There is an old military strategy adage that says "no plan survives first contact."

In video production, the same is true ...

... a plan is great as a starting point, but being able to adapt to reality is hugely important.

Production is a fluid environment as there are often many factors that cannot be controlled and the producer should be able to flow with those changes (within reason).

For example:

When shooting interviews or testimonials in an office environment, things like people talking as they walk by the door to the room, you're shooting in ...

... a phone going off, a change in the weather leads to the need to adjust the lighting, batteries in equipment dying, memory cards filling up, messaging needs to change, script or teleprompter changes ...

... these are all things that have happened to me in production.

Sometimes these issues are avoidable, sometimes not.

The key here is that life is all about change and your producer needs to be able to adapt to those changes without getting a negative attitude or becoming frustrated or angry.

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This could fall into personality, but I feel that this is an important enough character trait that it needs to be discussed separately.

I have been on many projects where the person in charge had a bad attitude, treated people with disrespect or worse because they were not adaptable to a changing reality.

Often, people get angry because of an unmet expectation and this is why open and honest communication prior to the shoot is so important because it gets everyone on the same page and establishes what those expectations will be.

Another important component to being adaptable is being able to operate within a specified budget.

Many times, a client doesn't have the budget for the video they want.

Rather than walking away from the project, it's important to work with the client to explain why their budget isn't high enough.

And find a way to accomplish what they want (or close to it) while staying within the reality of the money they have to spend.

In the end, working with a professional video contractor should be enjoyable and fun.

And if you have had an experience that doesn't match that, then it's likely one of these 5 things are to blame.

Finding a video professional can be daunting as anyone with a DSLR camera seems to consider themselves a video professional these days.

This is why experience is at the top of this list.

It is the single characteristic that'll help ensure you're making a wise investment.

It is the single characteristic that'll keep your mind at ease, knowing you're working with someone who's been there, done that ...

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... many times, before.

If you are unsure of who to work with, why not schedule a free Project Strategy Session with me, to see if we would be a good fit?

Simply click on the link below to be taken to my calendar to schedule your free call!

<https://calendly.com/timatoproductions/project-strategy-session>

Looking forward to learning more about your video project,

Tim Adams

Video Producer/Speaker/Collaborator

Using Video to Solve Your Marketing Problems