fiverr business.

The *Perfect* Video Brief

(1) The *"What"*

Project title

Your Project Title

Project timeline

One time

Deadline

DD/MM/YYYY

Ongoing

Videos to be delivered on a

Weekly basis

Project requirements

- Video filming
- Video editing
- Video filming + editing

Project type

- Animation
  Select a type
- App/website preview
- Article to video
- Drone videography
- E-Learning production
- Intros/Outros
- Live action explainers
- Lyric/music
- Product
  Select a type
- Real estate promo
- Screencasting
- Short ad
- Slideshow videos
- Spokesperson
- Subtitles/captions
- Trailer
  Select a type
- Video editing
- Visual effects

Main message of the video

Add main message

Brief description of your video vision

Add brief description

Project budget $$$

(2) The *"Why"*

Goal
What does success look like to you?

- Acquisition
- Awareness
- Branding
- Conversion
- Education
- Engagement
- Retention
- Sale
- Traffic
- Other

(3) The *"Who"*

You
To best represent you, your video expert has to know who you are

Company Name

Company name

Website

Add link

Company Description

Add description

Target audience
Aside from you and your mom, who's going to watch this?

Age

Add age

Gender

Add gender

Occupation

Add occupation

Location

Add location

Other

Hobbies, interests, purchasing behavior

(4) The *"How"*

Video length seconds/minutes/hours

Video quality

- Standard
- HD
- 4K

Suitable for

- Instagram
- Facebook
- Linkedin
- Youtube
- TikTok
- Pinterest
- Twitter
- Snapchat
- Website
- Mobile app
- Other

Orientation Landscape/Portrait

Style
Stay true to your brand. It's a good one.

Tone of voice:

- Formal
- Casual
- Funny
- Approachable
- I have no idea. Go wild.
- Other

If filming

- Use actors/models — Desired characteristics
- Location type — Desired location

Visuals

- Color scheme — Desired color scheme/Links

Examples/brand style guidelines for reference (links/attachments):

Add link

Visual references - Examples of desired video style (links):

Add link

Materials

- Use storyboard — Add link
- Include music
  - Genre/style — Add genre
  - Got a song in mind? — Add link
- Include voiceover — Add link
- Raw footage — Add link
- Video script — Add link
- Include logo — Add link
- Use specific intro — Add link
- Use specific outro — Add link
- Include subtitles/captions
  - Language(s) — Add language(s)
  - Specific fonts — Add fonts
- Include CTA — Add CTA

Let it all out

Have some ideas you're hoping to see in the final product? Here's the place to share them.