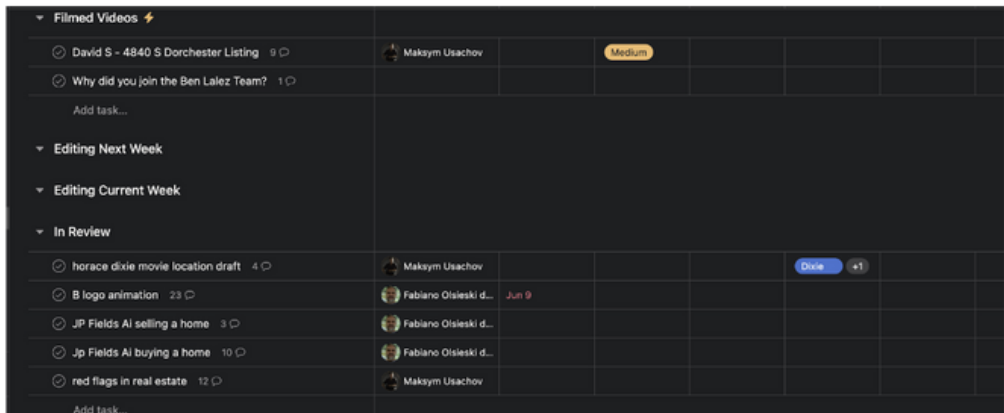


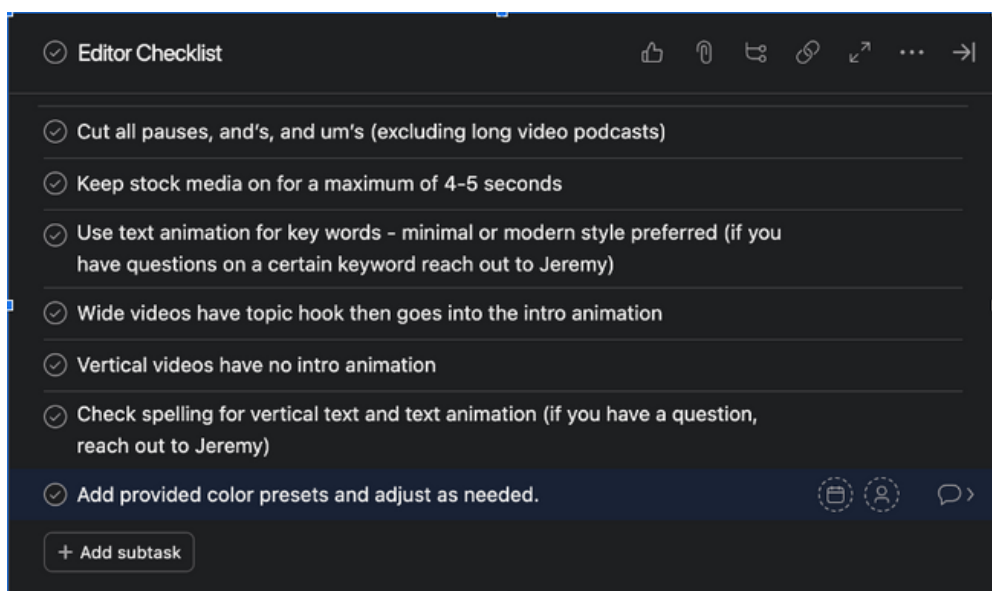
VA AND VIDEO EDITOR PROCESS AND CHECKLISTS

We manage our creatives through an Asana workflow where we create a video project and our editors move the project through different sections depending on the stage of the project.



▼ Filmed Videos ⚡									
David S - 4840 S Dorchester Listing 9 ☑	Makym Usachov	Medium							
Why did you join the Ben Lalez Team? 1 ☑									
Add task...									
▼ Editing Next Week									
▼ Editing Current Week									
▼ In Review									
horace dixie movie location draft 4 ☑	Makym Usachov					Done +1			
B logo animation 23 ☑	Fabiano Olsieski d...	Jun 9							
JP Fields AI selling a home 3 ☑	Fabiano Olsieski d...								
JP Fields AI buying a home 10 ☑	Fabiano Olsieski d...								
red flags in real estate 12 ☑	Makym Usachov								
Add task...									

We add new projects to "Filmed videos", once all the footage is available to download we move the project to "editing current week" or "editing next week" depending on priority and we assign an editor. Once they have a draft of the video, they move the project to "In Review" where we give feedback through Frame.io. Once we've approved the project, it's moved to "ready to post" and we schedule it in our content calendar for our VA to publish.



✓ Editor Checklist	👍 📎 🗑️ 🔗 ↗️ ⋮ ➡️
✓ Cut all pauses, and's, and um's (excluding long video podcasts)	
✓ Keep stock media on for a maximum of 4-5 seconds	
✓ Use text animation for key words - minimal or modern style preferred (if you have questions on a certain keyword reach out to Jeremy)	
✓ Wide videos have topic hook then goes into the intro animation	
✓ Vertical videos have no intro animation	
✓ Check spelling for vertical text and text animation (if you have a question, reach out to Jeremy)	
✓ Add provided color presets and adjust as needed.	
📅 👤 💬 ➡️	
+ Add subtask	