

Production Brief – ChrisNicholas.com

Please complete the brief questionnaire below so I can scope your project accurately, propose a clear timeline, and provide an estimate.

Discovery Questions

1. Purpose and success criteria

What should the video(s) accomplish, and how will success be measured? For example, drive purchases or sign-ups, pitch to a distributor or network, grow followers, raise awareness, or secure funding.

2. Deliverables

How many videos do you need? For each, note the purpose and key message.

- a) ...
- b) ...
- c) ...
- d) ...

3. Audience and Platforms

Who is the intended audience, and where will the video live? For example, television, social media, YouTube, streaming platforms, corporate sites, or casting submissions.

4. Intended Viewer Response

How should the viewer feel or act after watching? Define the desired action (e.g., visit a site, donate, apply, book a call).

5. Estimated Running Time and Formats

What is the target duration for each deliverable? Note any aspect ratios or versions needed (16:9, 9:16, 1:1; cutdowns, teasers, social edits).

6. Style References

Are there existing videos online with a look, tone, or pace you like and want to emulate? Please share links and what you liked about them.

7. Branding and Graphics

Do you need logos, lower thirds, opening titles, credits, end cards, subtitles, or motion graphics? Provide brand guidelines if available.

8. Voiceover and On-Camera

Will narration be required? Will you provide it, or should I source talent? Any on-camera interviews or teleprompter needs?

9. Filming Approach

Live action, documentary style, talking head, green screen, or hybrid. Expected locations (indoor/outdoor), permits, and releases. Single or multi-camera, lighting, and audio needs.

10. Music

Will background music be used? Will you supply tracks, or should I find tracks that fit the brand for you to license?

11. Script or Outline

Will a script, outline, or interview questions be provided, or do you need writing support?

12. People on Set

Will additional talent or extras be needed? Will you provide them, or should I cast?

13. Shoot Window

Ideal shoot date(s) or window. Any blackout dates?

14. Timeline and Deadlines

When do you need the first rough cut and final approval? Are there milestones or event dates to consider?

15. Budget Range

What is your working budget or range so I can recommend the right approach?

16. Additional Context

Anything else or must-haves that would help me understand your project, stakeholders, or approvals?

Payment and Terms

- **Rate.** Final rate provided after scope is confirmed. Day rates or a flat project fee are available and include my professional services and a fully equipped editing suite.
- **Flexible pricing.** Pricing adjusts to scope and timeline. A firm flat fee will be quoted once requirements are defined.
- **Deposit.** A deposit is required to begin and reserve calendar dates.
- **Milestones.** Typical schedule: deposit to start; progress payment at first rough cut; balance due upon final approval and delivery. Weekly or bi-weekly invoicing is available for longer projects.
- **Revisions.** Two editorial revision rounds on the primary deliverable are included unless otherwise agreed. Additional rounds are billed hourly.
- **Licensing.** Music, stock footage, and other third-party costs are billed at cost with prior approval.
- **Delivery.** Final assets are released upon receipt of final payment, in the formats specified in the brief.