

Project Overview – 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 is the primary goal of the video, 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. Key message.

What single idea must the viewer take away after watching?

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?

5. Footage and assets.

How much raw footage exists? Do we need to film additional material? Will third-party clips be used? Where are assets stored? For example, external drive, Google Drive, or Dropbox?

6. Estimated running time.

What is the target duration for each deliverable?

7. Style references.

Are there existing videos online with a look, tone, or pace you want to emulate? Please share links?

8. Graphics and animation.

Do you need logos, lower thirds, opening titles, credits, end cards, subtitles, or motion graphics?

9. Voiceover.

Will a narration or voiceover be required? If yes, will you provide it or should I source talent?

10. Music.

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

11. Script or outline.

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

12. Timeline and deadlines.

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

13. Budget range.

What is your working budget or range so I can tailor scope and deliverables?

14. Additional context.

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

Payment and Terms

- **Rate.** My rate is \$75 per hour, which includes my professional experience and a fully equipped editing studio.
- **Flexible pricing.** Rates are negotiable based on scope and timeline, and a flat project fee can be provided once requirements are defined.
- **Deposit.** A deposit is required to begin the project and reserve time on the calendar.
- **Milestones.** Typical schedule is deposit to start, a progress payment upon delivery of the first rough cut, and the balance upon final approval and delivery, or weekly or bi-weekly invoices.
- **Revisions.** Two rounds of editorial revisions on the primary deliverable are included unless otherwise agreed. Additional rounds are billed hourly.
- **Licensing.** Any licensed music, stock footage, or third-party costs are billed at cost with prior approval.
- **Delivery.** Final assets are released upon receipt of final payment.