

The Ultimate Video Editing Cheat Sheet



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Step 1: Pre-Production

Did you know that the editing process begins before you even turn on your camera? Consider the following pre-production elements:

Script

Write a loose script that you'll use to guide you and the flow of your video. Break the script into sections i.e. intro, point #1, point #2, outro.

If you promote your video across social platforms, write scripts that are specific to:

Instagram:

15 sec. maximum

Twitter:

30 sec. maximum

Facebook:

20 min. maximum



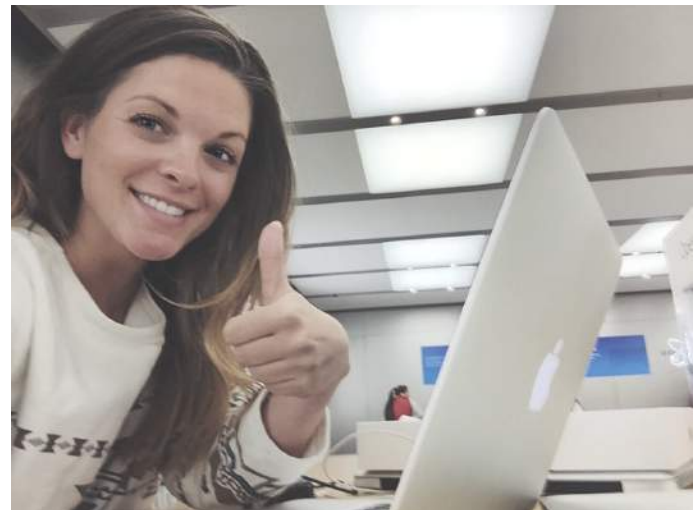
Pre-Production

Titles & Graphics

To add a unique look and feel to your videos, be sure to create your intro graphic or animation that you can use in all of your videos moving forward. You can easily make these yourself in [Canva](#) or [PicMonkey](#). Or you can hire someone to do it for as low as \$5.00 on [Fiverr](#).

Shot List

For each portion of your script, think about the visuals you'll need to support your points i.e. photos, extra video footage (b-roll), props, interviews, etc. Collect those creative elements and store them in a folder so they're organized for when it comes time to edit your video. Group shots with the same locations together to make the filming process easier; it's ok to film your video out of order.



Step 2: Production

Lights, camera, action! Now that you have your ducks in a row, it's time to shoot your masterpiece. Here's what you need:

Camera

It's important to choose the correct camera for your video. You can watch this [YouTube video](#) with a few of my favourite camera options for different kinds of shoots:

[Logitech HD Pro Webcam c920](#)

[iPhone 6](#)

[Canon PowerShot Elph 330 HS](#)

[GoPro Hero 3+](#)



Stability

To avoid shaky footage, make sure your camera is stable. This means placing your camera on a solid surface, using a tripod or even whipping out your trusty selfie stick.



Location

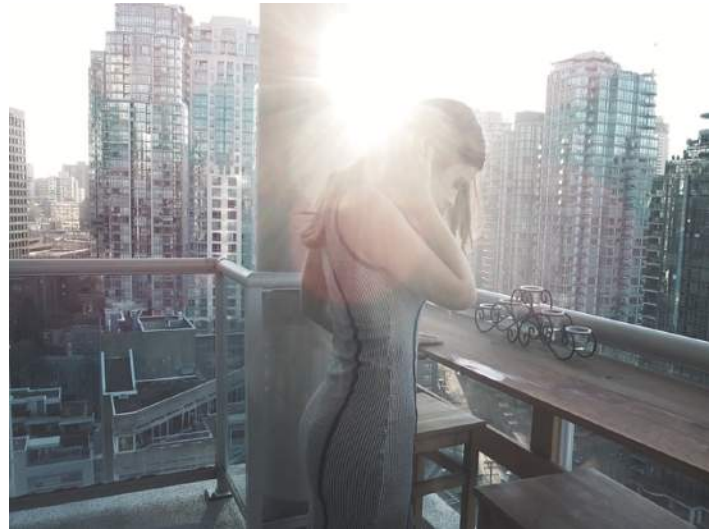
Be aware of your surroundings so you don't end up with a background that distracts from your message. To make it easy on yourself, film in a private room or find a quiet corner.



Production

Lighting

Whether you have a **professional lighting kit** or you're using natural light, always makes sure you're facing the light. Filming with the light source behind you will make your footage look dark and unprofessional.



Audio

If you don't have a professional microphone, keep the proximity of your camera fairly close in order to pick up quality audio. Also, be sure to limit background noise as much as possible by filming in a quiet location. If you're looking for a professional mic, I recommend the **Rode smartLav+**.



Production

Filming

Whether you're filming directly onto your computer using something like Quicktime or you're filming on location with your camera, shoot your video in sections. Refer to your script and film each section of your script individually i.e. intro, point #1, point #2, b-roll, outro. This makes it much easier to



import the footage in order and it cuts down on time trying to find the clip you want when you import your footage into your editing platform. This is also when you'll want to film separate videos for each social platform.

Reactions

If you want to make the pace of your video fast and in a jump cut style, once you film all of the elements of your script, film some outtakes of you ad-libbing or making a funny reaction face to make it easy to insert those pieces into your final edit.

Thumbnail

If you're posting this video to YouTube or Facebook, you can pull your thumbnail image from your video footage via a screenshot or you could shoot a separate clip trying out different poses to use for your thumbnail photo. So, take 30 seconds to shoot different variations for your thumbnail image.

Step 3: Post-Production

Congrats! You've made it to the final step in the editing process!! Below, I'll break down how to edit your video and then I'll provide you with various editing platforms you can use to edit. Let's get to it:

Organize

If you're importing your footage to your computer, create folders on your desktop to group clips that belong together. Now, on your editing platform arrange your footage in the correct order, review your footage and immediately cut any dead space or unusable shots.

Review

Refer to your original script and check to ensure all of the footage matches and does a good job of conveying the purpose of your video. If necessary, reshoot any additional footage, now.

Rough Cut

Create your first draft of your video by choosing the best clips for each scene and putting them in a sequence, linearly, in your editing platform. Review the rough cut several times and refine it by making your edits tighter or rearranging your clips. Be patient with this process; greatness takes time!



Post-Production

Details

Now it's time to add the final touches! Fill gaps or long periods of on camera presentation with b-roll footage or photos that you collected in pre-production. You can also add transitions to smooth out scene changes, colour correction, adjust the audio levels, add in jump cuts, bloopers and reactions.



Bells & Whistles

This is the fun part! To polish your edit, add titles, intro and outro graphics, sound effects and royalty-free music. I explain my favourite sound effect and music resources in this [video](#), and here's a list for your reference:

Sound Effects:

YouTube: Search for specific sound effects in YouTube and use a clipconverter to download the file and add it to your video OR use the sound effects library within [YouTube's Audio Library](#).

Royalty Free Music:

[NoCopyRightSounds](#)

[YouTube Audio Library](#)

Feedback

Show your friends and family! You always want to get at least one extra set of eyes to watch your video and catch anything you may have missed. Make any necessary changes after getting feedback.

Post-Production

Export

Save and export your video to your desktop and share it as you wish! You'll also want to hang onto the project file on an external hard drive in case you want to make any edits at a later date.

Iterations

Depending on what you're using your video for, you will most likely want to promote it on various platforms. This is when you'll repeat the process above and edit videos specific to each social platform based on the scripts that you wrote in pre-production.



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[youtube.com/sunnylenarduzzi](https://www.youtube.com/sunnylenarduzzi)

105 likes

8w

sunnylenarduzzi #TuesdaysTip: Did you know you can schedule your @instagram posts? Click the link in my bio for the full tutorial! I'll show you how to use @latergramme on desktop and mobile to make your life SO much easier! #Latergrammeit

Be sure to subscribe to my @youtube channel for #socialmediatips and #videomarketing tips every Tuesday!

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sunnylenarduzzi @socialmediahound ×
aww, thanks @socialmediahound!!
@suebzimmerman is introducing me to the most amazing people!! :)

socialmediahound @sunnylenarduzzi □ ×

Tools & Tech

There are plenty of editing options out there, but this is a curated list of the options I recommend!



Computer Editing

PAID:

Mac Users: <http://screenflow.en.softonic.com/mac>

PC Users: <https://www.techsmith.com/camtasia.html>

FREE:

Mac Users: iMovie

PC Users: Windows Movie Maker

ANDROID:

[VidTrim](#)

[Klipmix](#)

[AndroVid](#)

[VideoShow](#)

IPHONE:

[iMovie](#)

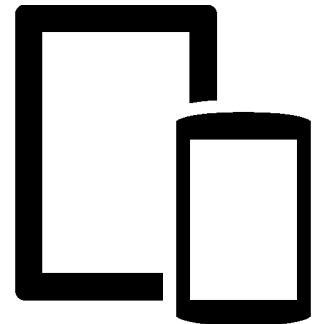
[Directr](#)

[Majesto](#)

[SquareadyV](#)

WINDOWS:

[Movies Edit Touch](#)



Phone Editing



Special Effects & Filters

ANDROID:

[FxGuru: Movie FX Director](#)

IPHONE:

[Cinefy](#)

[Videohance](#)