**General Overview**

Purpose: a new section to add to the existing proposal template. Purpose is to increase clarity, set expectations, ensure no surprises.

At Potential Pictures, we take a creative, collaborative, planned approach to creating exceptional videos. We take you on a journey from start to finish, guiding you through the stages, and eliminating the element of surprise (other than the final reveal!).

Our goal is to give you the peace of mind that we will tell your vision and message. Here are the 4 stages that you can expect with a breakdown of the time usually required at each stage:

**Stage 1: Collaboration + Script development**

Potential Pictures’ role:

We seek to understand the CTA, the audience, your product/service and your brand. Armed with this understanding, we then work backwards, to develop and bring the script to life.

Your role:

Act as a collaborator to help us capture your idea, provide context, information and research to help us understand your story.

(This stage accounts for approx. 40 % of the overall project time).

**Stage 2: Pre-production**

Potential Pictures’ role: in preparation for the shoot, handle logistics (location, equipment rentals, crew, talent, other).

Your role:

As applicable, liaising with talent, organizing locations in conjunction with Potential Pictures, other.

(This stage accounts for approx. 15 % of the overall project time).

**Stage 3: Filming**

Potential Pictures’ role: directing and filming, managing all on-site parties, coaching talent, other.

Your role: attend as needed to ensure messaging is on point. Also, a chance to be part of the action! Capture “behind the scenes” as needed.

(This stage accounts for approx. 15 % of the overall project t time).

**Stage 4: Editing**

Potential Pictures’ role:

Culling the raw footage into a compelling, concise finished product, in alignment with the final script. This is also when animation occurs (if applicable).

Your role:

There are 2 screenings included in the quote. All feedback is captured and addressed online.

(This stage accounts for approx. 40 % of the overall project time).

**Payment process:**

For projects under 30 days, payment is due upon project completion.

For projects over 30 days, we invoice at the following milestones:

* upon script approval
* prior to pre-production
* upon shoot completion
* after 2 screenings

If additional screenings are required, additional hours are $x. Upon receiving final payment, the watermark is removed from the final version.