

By Emma Wilson

MANAGING YOUR EDITING - TOP TIPS



1

MANAGE YOUR EDIT TIME WISELY

Reserve time every day to edit and try to be consistent.

In an ideal world I would work when the house is quiet – so early mornings and late evenings – but due to my children's short schooling hours, the house is RARELY quiet so I start early and work through to the afternoon when I stop to be with my family. I often then come back to it after the kids are in bed.

2

SET HARD DEADLINES

These include client deadlines and personal deadlines, allowing time for yourself within these, so they have to be realistic.

If you're continually missing deadlines it can be very disheartening... But meet or beat deadlines and it's a great feeling and can often mean you get ahead of yourself. Win, win.

“ There are no unrealistic goals,
only unrealistic deadlines ”

Brian Tracy

3

SET A REALISTIC EDIT SCHEDULE

Write a detailed edit schedule, which includes the client's wedding date, due date of delivery and the date you want to complete the edits.

Write all components down, so for instance:

- Instagram Film
- Trailer
- Feature Film
- Speeches in Full
- Ceremony in Full
- Any additional ordered films
- Create webpage for films
- Uploading films to Mediasilla or other delivery platforms
- Uploading to discs (if still using them)

The reason for writing all these components is recommended, not only for you to keep a record of what's been commissioned, but every single edit you fulfil you can tick as done and this makes you feel accomplished.

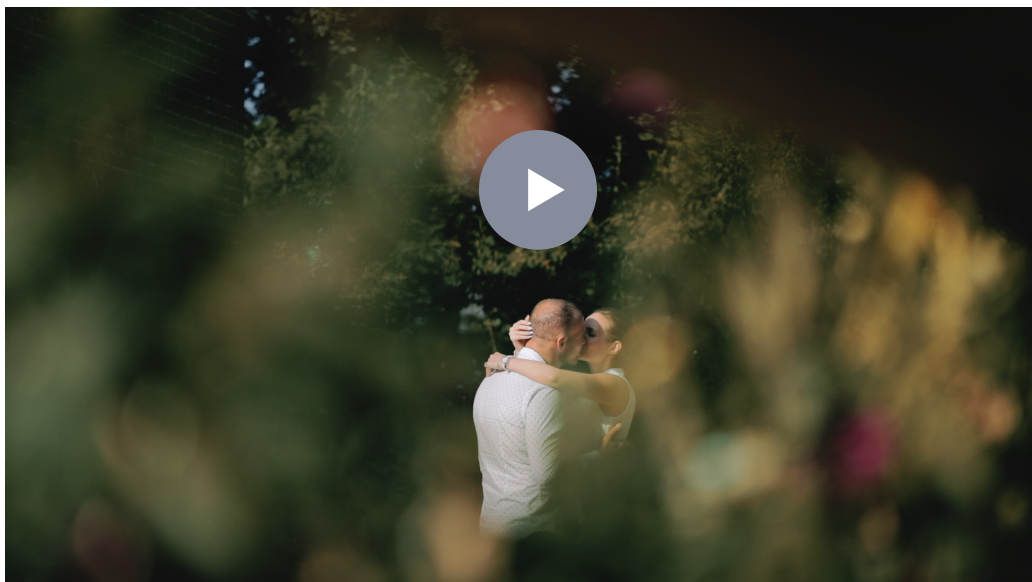
4

CREATE A PROCESS FOR EDITING

I usually edit the 'speeches and ceremony multi-camera edits' first and then the Film Of The Day and then the trailer.

The Instagram film can come at any stage during this process.

My trailers are much more than a 'highlights' film, which are usually a cut-down from the 'Film Of The Day', so I usually allow the most time for the trailers as these are my 'shop window'.



I also don't have a set formula for my full feature films either BUT I do have an editing process that can be followed in detail on my new [Evolve Videography Academy](#).

5

LET YOUR CREATIVITY FLOW

If you draw a blank or your creative juices stop flowing, take a break. I personally don't move onto other weddings as I find it better to stay focused on one at a time.

Instead, I turn off Final Cut completely and work on another element of my business boring admin perhaps, but usually not something like writing a blog post because that is creatively challenging too. I sometimes stop working altogether and go out for a walk or a run.

But my advice is do not fight it... that's why your deadlines should be realistic to allow for this.



6

TURN OFF ALL DISTRACTIONS

I am my own worst enemy when it comes to procrastination and distractions.

I have an assistant to deal with my email enquiries so that's not a problem for me... it's usually Facebook notifications or checking other social media that cause me the most problems.

To avoid this I just turn my Wi-Fi off my main computer and all audio notifications off my laptop and phone.

When I do this, I get so much more done.

7

GET HELP / OUTSOURCE

If you're under pressure to meet deadlines, then you can consider outsourcing.

In 2016 and 2017, I outsourced all my speeches and ceremony multi-camera edits and left the creative side of the storytelling, so the Film Of The Day and the Trailer, for myself.

Because of my USP (A WOMAN WITH A CAMERA TELLING YOUR STORY) I feel that I cannot outsource the main films, but many of you will be able to do this and might even have a team.

I choose instead to outsource the other parts of my business to my assistant so I can concentrate on building a relationship with my clients, filming their weddings and telling their stories in the edit.

8

DON'T RUN BEFORE YOU CAN WALK

I think the question I get asked about most, in terms of edit workflow, is about colour correction and grading.

I have covered this topic extensively in my course and also, because it's on everyone's bucket list, teamed up with [Color Finale](#) to provide a **fabulous colour correction and grading webinar**.

While I feel that learning colour correction is a MUST - there are steps that should be followed, and the workflow includes gathering good footage in the first place.

So, my advice is to get to work on grading when it becomes something to accentuate your work and enhance your films, NOT the thing that will save them.

9

CELEBRATE YOUR VICTORIES

Once you've completed an edit, be kind to yourself. Take a break. And once you've finished a full wedding then really give yourself a pat on the back.

Remember each wedding you complete brings you closer to the end of your backlog.

I usually give myself a whole month off when I finish my backlog and use that time to work on my business and personal development going forward.

“ It's the small wins on the long journey that we need in order to keep our confidence, joy and motivation alive

Brendon Burchard

”

Why am I sharing these editing top tips with you?

Because I believe that learning from other more experienced videographers can help you put into place better workflows and make you happy.

And now you can benefit from my knowledge, experience and expertise of more than ten years as an International Wedding Filmmaker, by signing up to my new online training course.

Inspired by the success of Evolve Videography Retreats and Workshops I've now brought them online into your office, studio and home, wherever you are!

To find out more about the course, as well as recent offers, click the link below to visit my Academy and Sign Up to my [Evolve Videography Training Academy](#).

[VISIT](#)
[ACADEMY](#)

If you'd like to chat to me in person about the course and how it will benefit you and your business then you can contact me directly on messenger or send me an email and arrange a quick chat over Zoom or Skype. I'm always happy to chat!

CONTACT BY MESSENGER: [Emma on CHAT](#)

CONTACT BY EMAIL: emma@evolvevideographytraining.com

