

# FroKnowsPhoto Guide to Video Editing Mentorship Instructions



Thank you for signing up for this EXCLUSIVE mentorship program. Todd looks forward to helping you take your video editing to the next level. Our goal with this 1-on-1 mentorship program is to help you tell the very best story through the editing process that will keep your audience engaged and entertained..

## Here is a general list of notes you might receive from Todd about your video

- Timing issues: Is it too long or too short? Are you lingering on shots too long? Are you cutting out of scenes too soon?
- Techniques: Utilizing specific techniques to better your story. Would a jump cut be better or a match cut? How to transition from one scene to the next?
- Story: Suggestions on how to arrange your story structure to best communicate to the audience what is most important. Do you need other shots, text or graphics to better communicate or compliment the story you are trying to tell?
- Sound: Suggestions on how sound may enhance or hide your edits. How music or sound effects might help to tell your story
- Polish: Color correction, sound mixing, graphics and text.

**When you have finished editing a video that you would like Todd to review and give you notes on, please follow the steps below to make sure Todd can give you feedback as quickly as possible.**

Remember: You may submit (1) video per month with a running time up to 30 minutes. With each monthly video submission, you will receive two sets of notes from Todd about what you can do to improve your edit. You'll receive one set of notes based on the edit of your originally submitted video and a second set of notes based on the changes you've made to your original video utilizing Todd's first set of notes.

### **Step 1.)**

Please watch the entire FroKnowsPhoto Guide to Video Editing (along with the bonuses) before you edit your first project. You may avoid some common mistakes by watching the guide in its entirety.

### **Step 2.)**

Export and upload the edited video you would like Todd to critique to a video hosting service like YouTube or Vimeo. If you do not want the video public for everyone to see on your channel simply make it "unlisted." This means only people you send the link to will be able to view it.

Send a link to that video via email to [videoeditmentor@froknowsphoto.com](mailto:videoeditmentor@froknowsphoto.com) - please use ONLY this email address for your video editing mentorship.

Use "**Video Editing Mentor Submission**" along with the name of your Project as the subject line of the email. Please use this exact subject line so we don't lose track of your email and can respond as quickly as possible. Also, please be sure to use the same email address you used when purchasing the guide otherwise we might not be able to validate your account.

### **Step 3.)**

Please allow up to 48 hours to receive notes on your edited video from Todd. Due to the sheer volume of emails each day, failure to follow these directions may cause your email to become "lost" and unaccounted for.

### **Step 4.)**

Once you receive the first set of editing notes from Todd for your video, utilize the suggestions and guidance he offers to re-edit your video. Once you are satisfied with your new edit, export and upload this new version to e-mail to Todd.

Once again, send a link to that video via email to [videoeditmentor@froknowsphoto.com](mailto:videoeditmentor@froknowsphoto.com)

Use "**Guide to Video Editing Mentor Submission**", the name of your Project AND the word "REVISION" as the subject line of the email. Please use this exact subject line so we don't lose track of your email and can respond as quickly as possible. Also, please be sure to use the same email address you used when purchasing the guide otherwise we might not be able to validate your account.

**Step 5.)**

Please allow up to 48 hours to receive notes on your REVISED edited video from Todd. Due to the sheer volume of emails each day, failure to follow these directions may cause your email to become “lost” and unaccounted for.

You will then receive a 2nd set of FINAL notes on your video edit for that project for that month.

Utilize these FINAL notes to polish your edit before you release it to the world!

If you do follow these instructions, Todd will provide quick and detailed notes to all of your videos..

We both look forward to seeing your creations and helping you break through to the next level as a video editor.

To your success,

*Jared Polin & Todd Wolfe*