

Simple Video Editing Checklist

Print off this checklist and tick off each step as you go through the '[Simple Video Editing for Small Businesses Seeking Big Impact](#)' guide on our Talk About Digital Podcast website.

Why Video Editing Matters for Your Small Business

- Understand the power of video in attracting new customers
- Recognise the importance of making a big impact with minimal investment
- Familiarise yourself with the tools VEED and Camtasia

Getting Started with Video Editing

- Import your footage into VEED or Camtasia
- Understand the basic interface of VEED and Camtasia
- Organise your clips for easy editing

Understanding the Timeline: The Foundation of Your Edit

- Learn what a timeline is and how it functions
- Add and arrange clips on the timeline
- Navigate the timeline using zooming, scrubbing, and selecting clips

Trimming and Cutting: Crafting a Concise Message

- Remove unnecessary footage to keep your video concise
- Create a strong opening scene to grab attention
- End your video with a clear call to action

Enhancing Your Video: Adding Text, Subtitles, and Graphics

- Add and customise text overlays to highlight key information
- Add auto-generated subtitles and edit them for accuracy
- Manually add subtitles for greater precision
- Include your business logo and branding colours
- Use graphics to highlight key points

Adjusting Frame Sizes and Resolutions

- Understand the different frame sizes and their importance
- Adjust the frame size to suit different platforms
- Ensure your video looks good on any screen

Changing the Background: Creating a Professional Look

- Replace backgrounds using simple tools in VEED and Camtasia

- Incorporate your branding colours into the background
- Maintain consistency in background design across multiple videos

Sound Matters: Editing Audio for Maximum Impact

- Adjust audio levels for clarity and balance
- Add background music that complements your video's tone
- Remove background noise to clean up your audio

Incorporating Transitions: Smooth and Professional

- Select the right transitions for your video's tone and pace
- Apply transitions in VEED and Camtasia
- Avoid overusing transitions to keep your video professional

Final Touches: Polishing Your Video for Publication

- Perform basic colour correction to enhance visual quality
- Review and refine your edits using a checklist
- Export your video in the correct format and quality for your platform

Your Next Steps to Business Growth



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- Focus on authenticity rather than perfection in your videos
- Continue to refine your video editing skills
- Experiment with different types of videos to engage your audience

By using this checklist and following the related guide on the TAD website you will understand how to edit the videos in a simple to understand way to ensure they connect with your audience and make them feel that they 'want' to get in touch with you, helping you to grow your new customer base.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.