

SUPERCHARGED A/V CONTENT CHECKLIST

✓ 1. Short-Form Vertical Video

- ✓ Identify your most engaging moments (events, BTS, product demos)
- ✓ Record in vertical format (9:16) using your phone or camera
- ✓ Add logo, captions, and CTA (call-to-action)
- ✓ Post to Reels, Shorts, and TikTok — then recycle!

✓ 2. Livestream Like a Pro

- ✓ Choose the right platform (YouTube, Facebook, Instagram)
- ✓ Use multiple camera angles and microphones
- ✓ Add lower thirds for names, links, or offers
- ✓ Assign someone to moderate the live chat
- ✓ Save the stream for future promo edits

✓ 3. AI-Powered Editing Tools

- ✓ Try Descript, Adobe Podcast, or Runway ML
- ✓ Use AI to remove filler words and background noise
- ✓ Auto-caption all videos for accessibility and reach
- ✓ Repurpose long content into 15–60 sec clips
- ✓ Schedule clips across platforms for max visibility

✨ Pro Tips

- Repurpose everything into social media, email, or blog content
- Always add your brand voice — tone, color, vibe — to stay consistent
- Focus on value first, not perfection — audiences want real connection