ENDEAVOUR STUDIOS / PRODUCTION NOTES

THE SHOOT-READY *BRIEF*

One page to turn a good idea into a calm, focused production day.

USE THIS BEFORE YOU BOOK THE ROOM

If the brief cannot answer these four blocks, the shoot is still an idea. That is useful information - sharpen it before the cameras arrive.

01

THE ONE OUTCOME

After this work goes live, what should change?

- ☐ Audience action
- ☐ Publish date
- ☐ Proof it worked

02

THE SHOT SPINE

What are the three moments the viewer must remember?

- ☐ Hero frame / scene
- ☐ Supporting detail
- ☐ Human or product truth

03

DELIVERY REALITY

Where will the work be used first, and in what shape?

- ☐ Formats and ratios
- ☐ Selects and cut-downs
- ☐ Approval owner

04

DAY-OF RISK CHECK

What could quietly derail the day if nobody owns it?

- ☐ Kit / set / access
- ☐ Talent / client timing
- ☐ Backup plan

THE SENTENCE TO KEEP THE DAY HONEST

We are making this so [audience] can [action] by [date].

READY TO MAKE IT REAL?

Book a 20-minute production fit call / endeavour-studios-gtm.readyjoy64.chatgpt.site

1ST FLOOR / 85 WESTGATE / GUISBOROUGH

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