

SHÖW
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THE CLEVER CONTENT CLUB

Shoot week



The Clever Content Club monthly system

Content pillars

Research

Blog/newsletters

Brainstorm

Calendar

Week 1
PLANNING



Week 2
SHOOTING



Shotlist

Scripting

Shooting

Week 3
EDITING

Editing photos

Editing videos



Week 4
SCHEDULING



Writing captions

Scheduling

REPEAT!

STEP 1: SHOTLIST

First step is to look at your content calendar and write down every piece of content you need to create for the month. Include all the photos, videos and graphics you have planned out. It's so helpful having a master list you can cross off as you go. This template is the list I use myself when I'm shooting for my clients.

When I do this I'm always thinking if I have existing photos or footage that I can use or re-use. Remember a lot of people won't have seen a photo or video if you posted it 3 or 4 months ago!

Name of content piece	Video, photo or graphic?	Footage or Landings?	Page / Slide / Notes

The shotlist I use



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You don't have to do it word for word and memorise it. I like to make bullet points, put them on a post it and stick it to my phone close to my camera. This keeps you on track! Then I film in small chunks and edit them together later. [Check out how it works here.](#)

A little reminder here don't be too ambitious with the talking videos as they can take longer to film and edit. I aim for 1-2 a month max.



STEP 3: SHOOT!



You're all set. Make sure you book in time this week to shoot. I suggest a good couple of hours.

You can also join us at the Live Shoot if you want the help and/or accountability. You can either join the call and then mute me and go off and shoot your own stuff, or you can have a go at what I'm teaching that week.

If you can't make the shoot don't worry, just carve out some time this week to get it done. I'll post the replay in the group after we've finished. There's also a whole back catalogue of previous shoots in the group, so you can watch any of them.

If you need any extra help this week check out the Video Made Easy course for lots of info on equipment, filming, lighting, and being engaging on camera. [Sign in here.](#)

Top tip



A little note on organising your files – I like to transfer everything from my phone to my computer after I've shot it so I can easily find it again. You can still keep it on your phone if you want to edit there, but it's great to build up a stock image library on your computer for re-use in the future. Once it's on my computer I put it in folders that go by year / month, and I label each clip with the name of what it is so it can be easily found again.

LIVE SHOOT



9.30AM SECOND FRIDAY OF THE MONTH

Join us on Zoom [link is here](#). RSVP to the events in the Facebook group to get reminders.

9.30 - 10.30: I'll be demonstrating how I do a photo shoot, and how I film a video – you'll see everything from setup (lighting and location etc) to the finished results.

10.30 - 11.30: I'll hang around on Zoom so you can go off and shoot your own stuff, and come back and ask me questions on the call.

At the same time I'll be keeping an eye on the Facebook group so you can post what you've shot in there and I can give you immediate feedback.