

7 STARTUP QUESTIONS YOU NEED TO ASK *Your Client*



Think Pre-Production is where the work begins? Think again!

The real magic happens on the KICKOFF CALL with your Client or Ad Agency partner. Having a systemized approach to the call ensures that nothing is missed, expectations are met, and it sets you up as a Producer who cares about the job and instills confidence and authority with your client or partner. Here are our Top 7 startup questions to ask and get you thinking about everything. Keep in mind, this is only a Cheat Sheet! If you haven't listened to our Free Audio Bonus, you're missing out.



PRODUCERS
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- 1.** What is the Creative or Brand Team Most Focused On or Concerned About?
- 2.** What physical products or assets do we need for the production?
- 3.** What are the talent payment and usage terms for the production?
- 4.** What is the client's typical approval turnaround time for talent, locations, and other production aspects?
- 5.** Are there any specific aspects of this job that your client wants to have approval over, such as key crew members like the Director of Photography, Production Designer, or Wardrobe Stylist?
- 6.** How will clients or ad agency personnel participate during principal photography? Will they be coming to set, viewing remotely, or both?
- 7.** What are the creative expectations for Editorial and Post Production?

BONUS *Question:*

If you have established a good rapport with your client counterpart, it might be a good idea to slip in something deeper and personal. For example, you could ask how long the creative team has been working with the client or how long they have been working on the current concept (if it's a client direct job). Learning something about the relationship among the various teams involved can help you get a sense of how to manage them effectively.

Are you tired of the old gatekeepers in the entertainment industry keeping all the knowledge and insider tips to themselves? So are we!

That's why we're busting open the gates and freely sharing our producing knowledge with you. Our podcast, Producers' Happy Hour, is the ultimate resource for all things production. Tune in for tips and interviews with industry pros, and join our community of like-minded Production workers. Let's work together towards a more humane and respectful industry. Listen to Producers' Happy Hour wherever you get your podcasts!.

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