



**"ENGINEERING AUTHENTIC VIDEO CONTENT"**  
**EXECUTIVE PRODUCER: LOUIS ANASTAS**

**THE MISSION**

Authentic storytelling isn't just a passing trend—it's the cornerstone of effective marketing for science- and engineering-driven (and really all) brands. In an oversaturated era, human stories rise above the noise and offer all-important clarity too. By partnering with me as your Executive Producer, you'll gain an industry-proven framework that will guide your entire video project(s) toward meaningful, credibility-building videos that will support your brand and marketing efforts for years to come. My promise is simple: Together, we'll engineer authenticity, ensuring your brand's unique innovations resonate deeply—and simply—and drive measurable marketing results! We'll likely trim production costs too.

Below is the 10-step process we'll undertake over the next 4 to 6 weeks [up to 8, max] unless otherwise agreed to. Each step is in place to bring clarity, passion, and momentum to your project while preserving and sharpening your brand voice.

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**10+ Steps to Engineering Authentic Stories**

To be completed within **4–6 weeks**, with each step's time frame recommended below. All meetings conducted via Zoom, unless otherwise noted. To be recorded and shared.

**1. Kickoff & Goals Alignment (Preparation) – Day 1**

- **My Guidance:** I'll schedule our first Zoom call to share a summarized "Executive Producer Roadmap" outlining vision, key milestones, and logistical considerations. To be lightly customized, if needed. We'll discuss and define your brand mission, strengths, key products, and initial concepts that align with the key challenges of your primary customers. Set next meeting.
- **Your Assignment for Step 2:** One to two days before our next meeting, deliver a brief on your target audience (pain points, interests, demographics), relevant brand messaging documents, and your key products that resolve most of your customers' challenges (key in terms of revenue too).

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**2. Brand & Audience Deep Dive (Preparation) – Days 3/4**

- **My Guidance:** I'll review all materials and supply strategic notes on how best to shape an authentic narrative that resonates with the needs of your audience as well as what products to focus upon. This 1-2 page outline to be shared within 2 business days. Set next meeting.

- **Your Assignment for Step 3:** Draft a preliminary story outline for your video(s)—including main theme(s), plot points, and the big “takeaway” you want viewers to have about your brand.
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### 3. Concept & Messaging Strategy (Preparation) – Days 5/6

- **My Guidance:** I’ll offer notes to refine and polish your concept for clarity and impact, ensuring scientific or technical elements remain accurate but are also engaging and simple. Set next meeting.
  - **Your Assignment:** Create a list of potential interviewees (engineers, scientists, leadership). Create a simple list of 5-10 mostly technical questions.
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### 4. Pre-Interview Planning (Preparation) – Days 8–10

- **My Guidance:** I’ll provide feedback on the interview lineup – expertise, diversity, and teammate type – and help sharpen your questions to ensure they elicit genuine, passionate, and story-driven responses. Touch upon crew needs. Set next meeting.
  - **Your Assignment:** Map out production schedule (date(s) as well as set locations and hire crew and let them define their equipment needs to capture interviews and B-roll too. List of 5 to 10 most visually arresting images to gather too.
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### 5. Production Timeline & Logistics (Preparation) – Days 13–14

- **My Guidance:** I’ll review your shooting schedule, script outline, and cast, offering adjustments to keep the process efficient and aligned with your goals. Will also meet with the director and/or DP to reiterate your key objectives and discuss diplomacy.
  - **Your Assignment:** Share call sheets and final challenges before shooting begins.
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### 6. Shoot Day (Production) – Days 15-20

- **My Guidance:** Will be on call during shoot day(s) to offer advice to help resolve obstacles. I won’t be on site to resolve but I do know there is always an answer and will help you find one! I can also advise on creative direction to achieve authenticity.
  - **Your Assignment:** Conduct the shoot according to your finalized plan. Shoot interviews and B-roll, ensuring your team gathers content per the script outline – and beyond too.
  - **Payment Milestone: 40% of fee due upon completion of Step 6** – the Shoot.
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## 7. Initial Footage Review (Editing/Post) – Days 22–23

- **Your Assignment:** Send me select raw clips or a rough assembly of the footage for immediate feedback on selects.
  - **My Guidance:** I'll evaluate the footage on core-story strengths as far as new stories or streams worth further exploration. Discuss strength of performances and who should likely be featured and why.
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## 8. First Edit Draft & Feedback (Editing/Post) – Days 25

- **Your Assignment:** Have your editor complete a first rough cut that reflects our agreed-upon structure and new explorations too.
  - **My Guidance:** I'll supply comprehensive revision notes focusing on pacing, storytelling arcs, tone, and overall brand alignment to keep the video authentic. This step is to get V1 ready to be shown to key shareholders/executives.
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## 9. Polish of Visuals & Story (Editing/Post) – Days 27–28

- **Your Assignment:** Address my feedback (and that of others), revise the edit, and add basic graphics and music. Share the updated cut (V1) for stakeholder review.
  - **My Guidance:** I will conduct another thorough review, taking account notes received, and offer final advice regarding technical accuracy, authenticity, and emotional resonance to anchor the piece.
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## 10. Final Review (Editing/Post) – Days 30

- **Your Assignment:** Produce the near-final cut with any last tweaks, ensuring audio levels, color grading, and graphics are in place. Submit for sign-off.
  - **My Guidance:** I'll confirm the video is ready for distribution, providing any last-minute adjustments to deliver a polished, impactful piece.
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## Final Deliverable – within 5 days of your approval

- **My Guidance:** I'll provide final recommendations for optimizing your video's launch in terms of all relevant platforms (including your website), complementary video support (what's next), and will answer any questions to ensure a successful rollout. And, all Zoom calls will be shared together to serve as a user manual for your next round of content making. (AI can be used to summarize them or apps like Descript.)



**Note:** *The above day ranges are strict but somewhat flexible guidelines to keep your project on track within a 3–6 week window. Each step builds on the previous, so scheduled reviews & timely review are crucial to maintaining momentum.*

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### **The Promise**

Your technology, science, and product innovations deserve a true spotlight, one that resonates on a human level with those who matter most. As your Executive Producer, I'll ensure every phase of the process meets the highest standards of creativity, clarity, and strong storytelling—always with the strategic marketing goal in mind. Authentic, human-centered video content has never been more essential.

To proceed: 'make a copy' of this doc, add comments as needed, and/or sign & email it to me at [louis@louisanastas.com](mailto:louis@louisanastas.com). I'll review and countersign, or set up a Zoom meeting to finalize details and set our start date. A first invoice will be sent for payment prior to kickoff!

### **Investment Terms**

- Executive Producer Fee: **\$9,500** - [Fee negotiable for startups & smaller brands]
- **60%** payment due to start the process.
- **40%** payment due upon completion of Step 5.
- All work to be completed within **4–6 weeks**, unless otherwise agreed to.
- *For some clients, a pre-production-only OR a post-production-only process can be engaged for \$5000. Payment is due in full prior to kickoff.*

### **Agreement**

By signing below, you agree to the scope, timeline, and financial terms outlined in this SOW for Executive Producer services.

**Client Name & Title:** \_\_\_\_\_

**Signature & Date:** \_\_\_\_\_

**Proposed Start Date:** \_\_\_\_\_

**Start Date Agreed To:** \_\_\_\_\_

**Louis Anastas, Executive Producer** (uncredited)

**Signature & Date:** \_\_\_\_\_

Thanks for entrusting me to partner on your story. I understand how important this is. My 25+ years of brand storytelling, in all visual formats and with great tech-driven brands, has led me to understand how to collaboratively deliver great, authentic work with you. Together we'll transform your brand for years to come and strengthen your team along the way.