



B-ROLL FILMING GUIDE

FOR RICHARD'S PAINTING

THE GOAL

Create a **huge visual library** that shows:

- prep
- protection
- professionalism
- quality
- clean results

So later we can:

- drop these clips under education
- build visual stories
- sequence before → during → after
- create ongoing content + ads without ongoing filming

IPHONE SETUP (DO THIS ONCE)

- Orientation: **Vertical**
- Mode: **Video**
- Resolution: **HD / 30fps**
- Lens: **.5x, 1x, 2x**
- Clean lens before every shot

How to Film

- Hold with **two hands when possible**
- Move **slowly**
- Limited zooming or jerky movements
- Film **10–15 seconds per clip (up to 30 if needed)**
- Stop → move angle → record again

👉 Short clips are easier to reuse than long ones.

B-ROLL CAPTURE RULES (VERY IMPORTANT)

- Film **everything in different angles** when possible
- Get **wide** → **medium** → **close-up**
- Always capture **before and after** of the same area
- Film even if it feels “boring” — boring prep = trust content

MASTER B-ROLL CHECKLIST

● ARRIVAL / SETUP

- Truck pulling up
- Crew unloading tools
- Ladders coming off truck
- Paint cans staged neatly
- Drop cloths stacked
- Exterior of home (front + angle)
- Interior room wide shots (before work)

● PREP & PROTECTION (MOST IMPORTANT FOOTAGE)

Prep footage = credibility + price justification

Surface Prep

- Scraping peeling paint (close-up)
- Sanding surfaces
- Filling cracks / holes
- Wood repair detail shots
- Caulking seams
- Removing loose paint
- Old paint flaking off

Protection

- Drop cloths going down
- Plastic covering floors
- Furniture wrapped
- Windows masked
- Cabinets taped
- Baseboards protected
- Landscaping covered
- Outlet covers removed

Cleaning

- Pressure washing siding
- Washing concrete
- Rinsing surfaces
- Water running off siding
- Dry surfaces before paint

● PRIMING & SEALING

- Primer being rolled
- Primer brushed into edges
- Primer sprayed
- Close-ups of primed surfaces
- Difference between primed vs unprimed
- Sealing bare wood
- Moisture-damaged areas primed

● ACTIVE PAINTING (PROCESS FOOTAGE)

Interior

- Rolling walls
- Brushing trim
- Cutting clean lines
- Cabinet spraying
- Cabinet doors laid out
- Doors being painted
- Ceiling painting
- Stair rail painting

Exterior

- Rolling siding
- Brushing trim
- Spraying exterior
- Ladder work (safe angle)
- Multiple painters working
- Paint going on smooth

● DETAIL & QUALITY SHOTS (GOLD CONTENT)

- Crisp trim lines
- Smooth wall finish
- No drips or runs
- Clean corners
- Cabinet door close-ups
- Sheen consistency
- Door edges finished
- Window trim detail
- Caulk lines finished

● CLEAN JOBSITE FOOTAGE

This is huge for trust

- Tape being removed
- Drop cloths folded
- Floors vacuumed
- Tools packed neatly
- Trash removed
- Furniture put back
- Clean room reveal
- Clean exterior reveal

● BEFORE / AFTER PAIRS

(Film SAME SPOT, SAME ANGLE)

- Exterior wide before → after
- Interior room before → after
- Trim detail before → after
- Cabinets before → after
- Doors before → after
- Ceilings before → after

✦ Tip: Take one step back and film slow pans.

● SPECIAL SERVICES (WHEN APPLICABLE)

Cabinets

- Doors removed
- Sanding cabinets
- Spraying doors
- Finished doors hanging
- Hardware reinstalled

Popcorn Ceilings

- Containment setup
- Scraping texture
- Bagged debris
- Smooth ceiling close-ups
- Final ceiling reveal

Pressure Washing

- Dirty vs clean siding
- Concrete wash lines
- Gentle washing (no gouging)

SEQUENCES TO ALWAYS BUILD

(These are ready-made video stories)

Sequence 1 — Prep Story

1. Peeling paint close-up
2. Scraping
3. Sanding
4. Priming
5. Finished surface

Sequence 2 — Clean Jobsite Story

1. Drop cloths down
2. Painting
3. Tape removal
4. Vacuuming
5. Clean room reveal

Sequence 3 — Exterior Protection Story

1. Sun-damaged siding
2. Pressure washing
3. Priming
4. Painting
5. Final exterior shot

Sequence 4 — Detail Quality Story

1. Trim cutting
2. Close-up edge
3. Smooth wall
4. Clean corner
5. Finished room pan

HOW MUCH TO FILM (TARGET)

Per job:

- **40–60 total clips**
- **5–10 clips per category**

- No talking
- No retakes needed

This gives you:

- months of Reels
- endless overlays
- ads without reshoots

WHAT MAKES A CLIP USABLE?

- ✓ Steady
- ✓ Well-lit
- ✓ Shows action
- ✓ Shows care
- ✓ Shows quality

That's it.

FILM IT

🎯 If it shows prep, protection, cleanliness, or quality — FILM IT.

You can't film "too much."

You can only regret not filming enough.