

03

— **FREE DOWNLOAD**

FILM A MONTH IN ONE DAY

The filming day kit we run with clients: the twenty minute prep, the call sheet, the run order, and what to do afterwards.

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BEFORE YOU READ

This is the same material we hand clients on day one. Not a watered down version, the actual thing.

I give it away because most people who read it will never hire us, and I would rather you post good content than bad. The industry has enough of the other kind.

If you get to the end and want it done for you, the content audit is free and it is thirty minutes. If you want the machine, the app is free for seven days. Both links are at the bottom of every page.

NICK

Nicholas Remondos, founder

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01 WHY ONE DAY

Most owners quit content because they picture filming every day. Film today, edit tonight, post tomorrow, think of something new by Thursday. It works while things are quiet. The first genuinely busy week kills it, and once the streak breaks most people do not restart.

The fix is boring: separate the days you create from the days you publish. Film in blocks. Sit on a bank of content. A bad week then costs you nothing because the pipeline is already full.

What comes out of one session

- Enough short form for weeks, cut differently for each platform
- Clips that answer the questions you get asked every week
- Reps on camera. Confidence follows volume, not personality

What the day is not

- It is not four hours of talking to a lens. Most of it is setup, resets and breaks
- It is not a search for one flawless take. The value is in the volume of usable material
- It is not scripted. You are explaining, not performing

02 THE TWENTY MINUTE PREP

Do this the night before. It is the difference between a filming day and four hours of standing around.

Bring the list, not a script

Write down, in one sitting:

- Every question a client asked you this month
- Every mistake you had to correct
- Every objection you heard on a sales call
- The thing in your industry you quietly disagree with
- The thing you have explained so many times you stopped hearing it

Obvious to you means expert. It does not mean boring.

Turn the list into topics

Practical bits

- ☐ Two outfits in solid colours, so the footage does not all look like one day
- ☐ A rough idea of where in your space you are happy to be filmed
- ☐ Phone charged, storage cleared, do not disturb on
- ☐ Water, and nothing that stains

03 THE CALL SHEET

Copy this format. Highest energy topics first while you are fresh. Talking head pieces before anything that needs setup. Group by outfit so changes happen twice, not ten times.

9:30	<ul style="list-style-type: none">● Setup and sound check Frame, light, mic test, first outfit Say the first topic once for a level
10:00	<ul style="list-style-type: none">● Block 1: highest energy The opinions. The thing you disagree with. The mistake you keep seeing Talking head, tight
11:00	<ul style="list-style-type: none">● Block 2: questions The five questions you answer every week One take each, then one more
11:45	<ul style="list-style-type: none">● Outfit change and break
12:00	<ul style="list-style-type: none">● Block 3: proof and story A client story, a before and after, a day it went wrong Bring the detail
12:45	<ul style="list-style-type: none">● Block 4: anything with setup Walkthroughs, demonstrations, on location Film wide, then close
1:30	<ul style="list-style-type: none">● Wrap Reply-to-comment style pieces if energy is left

Your call sheet

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-----	●	-----
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Rule from every good day we have run: film the running order, not the mood. If a topic dies, move on. It will not improve by force.



04 ON THE DAY

How to say it

- Imagine one specific client, the one who asks the question you are sick of answering, and answer them.
- Explaining beats performing. If you can say it on the phone you can say it to a camera.
- Short sentences. Stop when the point is made. The edit removes the rest.
- Say the obvious thing. It is obvious to you because you are the expert.

The structure that works without a script

1. Hook. The first line, said as if mid-conversation. Never "Hey guys".
2. Name the real problem.
3. Reframe how to think about it.
4. One example or story.
5. One closing line. One action, not three.

When it goes wrong

- Fumbled the line: pause, say it again from the hook. Do not restart the day.
- Went blank: read the next item on the list out loud. That is the video.
- Hate the take: keep it. Your first videos should still go up. Deleting them restarts the count.

05 AFTER THE DAY

Your job is approval, quickly

A queue waiting on approval is the same as no content at all. Set a rule: anything sent to you is approved or returned within 24 hours.

Posting rhythm

- Three considered posts a week beats seven rushed ones
- Consistency means predictable, not constant
- Same idea, four angles: the story, the hard opinion, the client example, the step by step. Professionals repeat themselves on purpose because almost nobody saw it the first time

The only numbers to watch in month one

■ Average watch time	Below 40 percent means the hook or the first seconds are the problem
■ Non-follower share	Reach among people who already know you is a nice feeling. Reach among people who do not is marketing
■ Saves	High saves means the content was useful. Saves signal the algorithm
■ Shares	The strongest signal there is. If nobody shares, the emotion was not strong enough
■ Enquiries	The point. Track them by hand if you have to

This is the system we run for clients every week. If you would rather turn up and talk while we handle the rest, the content audit is free: getknown.com.au

06 WHERE TO FROM HERE

Reading this puts you ahead of most owners. Filming it puts you ahead of the rest. Three ways to make that happen, in the order we would pick.

01 · FREE, THIRTY MINUTES

BOOK YOUR FREE CONTENT AUDIT

We look at your account with you and tell you what to fix, whether or not you work with us. Done for you from there if you want it: plan, film, edit, post.

getknown.com.au

BOOK THE AUDIT →

02 · SEVEN DAYS FREE

TRY GET KNOWN AI

The seven brains we plan with, and a score for any video before you post it. No card to start.

app.getknown.com.au

START THE TRIAL →

03 · YOUR NEXT STEP

BOOK A FREE CONTENT AUDIT

Thirty minutes on your account with Nick and the team. If content is not your bottleneck, we will tell you.

getknown.com.au

BOOK THE AUDIT →