



FREE SYSTEM • NO EMAIL REQUIRED

# An editing workflow that scales.

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Ingest, cull, edit, export, deliver. The repeatable process that turns editing from the part you dread into the part you can quote accurately.

Beginners count the shoot and forget the other seventy percent. Editing is where the hours actually live, which means it is where your margin lives too. A workflow you repeat is the only way to quote it accurately.

### Budget it honestly

| WORK                                   | REALISTIC POST TIME                         |
|----------------------------------------|---------------------------------------------|
| Photo, per hour shot                   | 2 to 4 hours of culling and editing         |
| Short-form vertical, per finished clip | 1 to 2 hours                                |
| 60 to 90 second recap film             | 6 to 12 hours, including one revision round |
| Full wedding or event film             | 20 to 40 hours                              |

If those numbers look high, that is the point. Quote from them, not from optimism.

### Ingest, the same way every time

1. Copy, never move. Verify the copy before you even think about formatting a card.
2. Everything lands in 01 - raw, untouched, for the life of the project.
3. Second local copy the same day. Offsite within the week.
4. Generate proxies or optimised media before you start if the footage is heavy. Ten minutes now saves an afternoon of stuttering playback.

### Cull ruthlessly, once

Culling is the highest-leverage hour in the whole process and the one most people do badly, by drifting through footage three times without deciding anything.

1. **First pass, fast.** Yes or no only. Do not zoom in. Do not compare. Trust the gut, move.
2. **Second pass, on the yeses only.** Now compare near-duplicates and keep the best of each.
3. **Third pass, pick the heroes.** The five to ten frames or beats the whole piece will be built around.
4. **Everything cut goes to the bank,** tagged, not deleted. That is next month's content.

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**“Decide once. Every frame you look at twice is unpaid time.**

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**Build in the same order every time**

1. **Structure first, silent.** Lay the story beats with no music, no colour, no titles. If it does not work silent, music will not save it.
2. **Then sound.** Music, levels, and cleaning up dialogue. Sound carries more of the emotional weight than picture does.
3. **Then colour.** Match shots first, then grade the look. An adjustment layer over the whole timeline keeps it consistent and changeable.
4. **Then titles and graphics.** Last, because they are the thing most likely to change.
5. **Then the cutdowns.** Only once the hero is locked, so you are not re-cutting five clips every time a note comes in.

**RECUT THE OPENING, NOT THE WHOLE THING**

About eighty percent of an edit is reusable across platforms. The first three seconds almost never are. Build the hero, then rebuild only the opening beat for each destination. That is the difference between five deliverables and five edits.

**Export specs that stop arguments**

| WHERE IT GOES                   | FORMAT                                 | NOTE                                                                     |
|---------------------------------|----------------------------------------|--------------------------------------------------------------------------|
| Instagram Reels, TikTok, Shorts | 1080×1920, H.264, MP4                  | Vertical, captions burned in or platform-generated                       |
| Instagram feed                  | 1080×1350, H.264, MP4                  | The 4:5 frame takes more screen than a square                            |
| YouTube, client website         | 1920×1080 or 3840×2160, H.264          | The archive copy. Keep the highest quality master separately.            |
| Client photo gallery            | High-res JPEG, sRGB, long edge 4000px+ | sRGB, always. Anything else and their prints come back wrong.            |
| Web-ready photos                | Long edge 2048px, sRGB                 | Give clients both. Somebody will upload the 40MB file to their homepage. |

**Deliver like it matters**

- A branded gallery or a clean link. Never a fifteen-attachment email.
- Both sizes of everything, in clearly named folders. Do not make them ask.
- A short note saying what is in there and what to do with it.
- The invoice, the same day, if it is not already paid.
- One line telling them when the gallery expires, so it never becomes your problem later.

**Version, never overwrite.** v1, v2, v3, and keep them all until the job is paid and archived. The client who asks to go back to the second version is not rare, and being able to say yes in ten seconds is worth the drive space.