



2026 VIDEO PRODUCTION

»» SHOOT BREAKDOWN ««

BUILT EMPOWERED MEDIA



»»» What's Changing?

For the next two shoots, our primary focus will be **video content**.

Over the years, we've built a strong photo library—so now we're shifting toward creating high-performing, interactive social media content that feels fresh and intentional.



»»» How Shoot Day Will Work

Each shoot will include:



1-2 Live Classes

- We'll capture organic, real-time moments
- We'll also target specific planned shots that can be used across multiple posts throughout the quarter

(planned by BEM, finalized during pre-production)



+ 2 Hours of Structured Filming

- Done after morning classes or before evening classes
 - We'll break into smaller groups to move efficiently
 - Coaches can have staggered start times to avoid crowding
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Our team will include **3-4 people** covering filming, directing, and managing the timeline to ensure everything runs smoothly.



»» Content Credits: How You'll Build Your Shoot

Each studio will select **12 total content credits** for their shoot.

Credits are weighted based on filming time and production complexity to ensure we can execute everything efficiently.

If you have a custom idea not listed above, we're happy to incorporate it into your credit total.



We recommend a mix of quick content and higher-credit features for the best overall variety.



Content Credit Breakdown

★ 1 CREDIT EACH

Some requested reels may require additional filming based on time commitment.



Social Media Reels

- Funny, trending, or engaging concepts
- Planned in advance by our team
- You're welcome to suggest ideas or involve members



Exercise Demonstrations

- Standard / Modified / Challenge versions
- Filmed in a clean split-screen format



Member Q&A

- Fun, engaging mic'd questions
- Minimum 4 participants per question

★ 2 CREDITS



Mic'd Up Coach (during live class)

- High-energy, interactive coaching moments
- Includes guided prompts for best results

★ 5 CREDITS EACH



Trainer Tips (3)

- Quick, valuable coaching insights
- Great for educational content



Member Testimonials

- Minimum of 2 people (**2 people = 5 credits**)
- We'll provide guiding questions to make responses natural and impactful

★ 7 CREDITS



Member of the Month

- Minimum of 3 people (**3 people = 7 credits**)
- We'll provide prompts and structure to keep everything efficient and consistent

mix & match to hit your **12 Credits**



»»» Pre-Production Meeting

(2–5 Days Before Shoot)

Once your shoot is booked, you'll schedule a **30-minute pre-production call** where we'll cover:



Shoot timeline



Content selections



Who's participating



Any custom ideas or adjustments to your selected credits