



GARCES BROS.
STUDIOS

The Video Message Checklist

A Shoot-to-Edit Checklist for Real Stories, Real Impact, and Real Engagement

You don't film to "see what happens."

This checklist exists to remove guesswork.

You film with **intent**.
You edit with **direction**.
You publish with **purpose**.

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Photo by Aditya Chinchure on Unsplash

Section 1: Intent Before Camera On

Purpose Check

Answer these before filming anything.

- What is the one message this video delivers?
- Who is this for?
- Why should they care right now?
- What action do you want after they watch?

If this isn't clear, don't record.



Photo by Dariusz Sankowski on Unsplash

Section 2: The Story Frame

Every video follows this structure

- **Open:** create curiosity
- **Middle:** deliver meaning
- **Close:** leave something unresolved or actionable

No story. No video.



UPNex The Only Community Creators Actually Need to Grow Without Burnout



Attention business owners, creatives, and solopreneurs.

If you're grinding...
Posting...
Working hard...

But growth still feels unclear.

This is for you.

UPNEX is a private Skool community for people building something real.

No fluff.
No noise.
No pretending.

Inside UPNEX, you get:

- Clear direction on what to do next
- Real feedback on your ideas and offers
- Practical challenges that create momentum
- People who build, not just talk

This is not a course library.
This is not motivation content.

It's a working room.

If you want clarity.
If you want progress.
If you want to stop guessing.

Join UPNEX.

The door is open.



Section 3: The Shot List (Non-Negotiable)

Capture these every time

- Opening hook (strong first line or moment)
- Main message broken into short thoughts
- Environment details
- Human reactions
- Proof of impact
- Clear closing line

If you miss one, the edit gets harder.



Photo by Glenn Carstens-Peters on Unsplash

Section 4: Shoot Rules

These rules protect the edit

- Vertical unless stated otherwise
- Short clips only
- One idea per take
- Audio clarity over visuals
- Say context out loud on camera

Clarity beats creativity.

Section 5: File Discipline

Folder Structure

- 01_HOOK
- 02_MESSAGE
- 03_ENVIRONME
NT
- 04_REACTIONS
- 05_CLOSE

Naming Rule: What it is + number.
No guessing later.



Photo by Jakob Owens on Unsplash

Section 6: Edit With Discipline

Edit Flow

- First 5 seconds must earn attention
- Every second must move the story
- Cut pauses without mercy
- Keep momentum
- End with one clear next step

If it drags, it dies.

Section 7: Publish With Intent

Before posting, confirm:

- Is this relatable to someone specific?
- Is this easy to understand without sound?
- Is this worth sharing with one person?
- Is this part of a repeatable format?

If not, fix it before posting.



Photo by Austin Chan on Unsplash

Want help fixing your message?

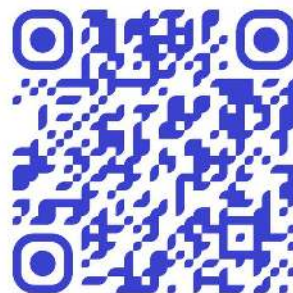


In 15 minutes, we will:

- Look at your message
- Find what's not working
- Show you what to fix

No pressure. Just clarity.

Only 10 spots available



Scan QR code
to book your call