



Production & Publication Guide

Important: Don't feel like you have to fill everything out that's included in this document, but use what applies to your situation.

ENSEMBLE AND/OR KEY PEOPLE INVOLVED

| List Here the Names of Parties Involved in this Project & Their Role (e.g. instrument, Trade, Task etc.) | Contact Information (If Needed) | Any Other Names and Network Connections That You Feel Will be Helpful in Launching this Project. |
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LAYOUT & IDEAS FOR PROJECT (Helps with Brand & Management)

How would you describe your services and/or products, vision, etc.?

Do you have a tagline(s) or a slogan(s)?

What are the long-term goals of your company, project, idea, etc.?

How do you stand out from others that are doing things similarly to you?

What do you want this video, album, book, project or otherwise to accomplish?

Where will you share this project, and whom do you hope to reach primarily?

BIG IDEAS (Helps with Making Project Pieces Cohesive)

Include links to YouTube, Books, Products, Venues and anything else that demonstrates what appeals to you (i.e. the sound, inspiration, feel, look, trajectory, or otherwise, that you desire on this project.

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Specialty Add-Ons (Check all that may apply)

- I'd be interested in working with a team to design a custom SONG for my setting.
- I'd be interested in working with a team to design a custom INFO GRAPHIC, PROMO VIDEO, CARTOON, ILLUSTRATION, CURRICULUM, GRAPHIC ART etc.
- I'd be interested in working with a GCP creative consultant or educator to help develop CIRCLES and creative innovation for my context and culture or to train my people in the musical, fine, or production arts.
- I'd be interested in a GCP Production Bundle to help fully release my idea with all the tools necessary for a project or product launch.
- I'm interested in turning my idea into a YouVersion Bible study, Online Course, or Re-producible Product.
- I'm interested in a custom LIVE stream channel, and/or Pre/Post Production to ready my content for Radio, Archiving, or Resale.
- I would be interested in hosting my creation at GCP's site for other people to benefit from.

Time Line (Set 5-7 Goals/Dates That May Help us to Logistically Estimate the Best Workflow)

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Interview(s) | (For Promotional or Commercial Video Content)

In this section we want you to list *no more* than six questions that we can ask you to best show what you do, who you are, what you hope to accomplish in this project, what need you are hoping to meet, and why people will never be the same after connecting to your idea.

Your goal in this section to clarify what your aim and mission is, and to come up with clear and “hookey” ways to communicate that to your audience! Make it stick! No one likes to watch wordy video content, and this will help you to say a lot with a little and ensure every detail packs a punch.

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Stage and Conference Questions (Conference Based Content)

In this section be concise and include the following 4 Headings:

1. Conference Session **TITLE**
2. Conference Session **SHORT DESCRIPTION**
3. Conference Session **AIM & DESIRED OUTCOME**
4. Conference Session **PROPS**
5. Conference Session PowerPoint **YES or NO**

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