15 Questions to Ask Before You Hire a Video Team

Use this checklist when interviewing video production companies to ensure you hire the right team that is suited to your needs and vision. Make sure to keep notes of companies' responses and use this checklist at different meetings to ensure you pick the perfect video production company for your projects!

1. Experience & Industry Relevance

- ☐ Have you worked with businesses in my industry?
- ☐ Can you share examples of similar work or case studies?
- ☐ How did you approach storytelling for that audience?
- ☐ What challenges have you encountered in this industry, and how did you overcome them?
- ☐ Do you have experience translating complex or technical content into video?

2. Creative & Production Process

- ☐ What does your process look like from concept to delivery?
- ☐ Who handles creative development—scriptwriting, storyboarding, casting?
- ☐ How do you incorporate client feedback into the process?
- ☐ What role will I play during the project?
- ☐ How do you tailor the process for different types of videos (e.g., commercials, explainers, testimonials)?

3. Logistics & Legal Details

- ☐ What's your typical turnaround time for a project like mine?
- ☐ How many rounds of revisions are included in your pricing?
- ☐ What happens if I need changes after final delivery?
- ☐ Who owns the raw footage and final edited video?
- ☐ Is licensing for music, graphics, and voiceover included?
- ☐ Will I receive final videos in formats optimized for web, mobile, or social platforms?