

# While-You-Wait Execution Checklist — Modular Plant Video

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## 1) Lock the Final Script

- Create a 30-second version and a 60-second version.
- Keep one clear message per bay/station.
- Confirm final terminology matches architect drawing.

## 2) Prepare Voice Options

- Choose one primary voice and one backup voice.
- Run a quick A/B test using only 2 lines.
- Approve one tone: soft, welcoming, executive.

## 3) Organize All Assets

- Create one folder structure: Diagrams, Russ Shots, Audio, Exports, Final.
- Use simple version naming: v1, v2, v3, FINAL.
- Save source files and rendered outputs in separate folders.

## 4) Build a Shot List

- Overview shot (full layout).
- Bay 1 shot.
- Bay 2 shot.
- Bay 3 shot.
- Bay 4 shot.
- Bay 5 shot.
- Final recap shot (full flow).

## 5) Run QA Review Checklist

- All bay names and sequence are correct.
- No missing stations or distorted labels.
- Russ identity is consistent across clips.
- Voice sounds natural and clear.
- Final export is presentation-ready quality.

## 6) Prepare Delivery Pack for Russ

- 1 main full video.
- 1 short social cut.
- 1 no-voice version.
- 1 one-page PDF explainer.
- 3 bullet summary of the core message.

## 7) Final Message Goal

- Viewers should feel this plant is real, organized, scalable, and trustworthy.
- Video should clearly explain how raw materials become finished modular units.