

# CONTENT RECORDING 101

If you've ever arrived at a destination and thought, "What should I even be filming?" you're not alone!

The idea behind this guide is simple: plan your content before you travel so you're not guessing in the moment. When you know what to capture ahead of time, you'll create better, more intentional content and enjoy your trip.

If you have no clue where to start, don't worry, you can steal our basic shot list for every type of trip and use it as your foundation.

## CRUISE CONTENT CHECKLIST

- Port arrival
- Check-in process
- First view of the ship
- Boarding moment (walking on)
- Welcome drink / first impression
- Empty ship shots
- Full room tour (wide)
- Bathroom + storage
- Balcony view (day + night)
- Buffet walkthrough
- Specialty restaurant
- Drinks being made / close-ups
- Pool deck vibe
- Entertainment/show clips
- Activities (games, trivia, etc.)
- Sunset / sail away

## ALL-INCLUSIVE RESORT CHECKLIST

- Resort entrance
- Lobby "wow" moment
- Welcome drink
- Check-in
- Full room tour
- Bed + bathroom + balcony
- Mini bar / perks
- Pools (multiple angles)
- Beach (day + sunset)
- Walkways / aesthetic shots
- Buffet
- À la carte restaurant(s)
- Bars / cocktails
- Day entertainment
- Night entertainment
- Spa / gym / excursions

## DISNEY PROPERTY HOTEL CHECKLIST

- Resort entrance sign
- Lobby theming
- Transportation options (bus, Skyliner, monorail)
- Room tour
- Disney details / theming
- View (bonus: fireworks)
- Early entry / benefits
- Transportation convenience
- Distance to parks
- Pool area
- Dining options
- Character interactions

# CONTENT RECORDING 101

## OFF DISNEY/UNIVERSAL PROPERTY HOTEL CHECKLIST

- Exterior
- Lobby
- First impressions
- Honest room tour
- Space + amenities
- Distance to parks
- Transportation options
- Cost/value comparison
- Distance to parks
- Pool area
- Dining options
- Family suitability

## THEME PARK CONTENT CHECKLIST

- Entrance moment
- Music / ambiance
- Iconic landmarks
- Ride entrances
- Queue lines
- Post-ride reactions
- Must-try snacks
- Quick service
- Sit-down dining
- Wait times
- Nighttime vibes
- Fireworks / shows
- Final thoughts

## GENERAL TRAVEL

- Packing clips (suitcase prep, outfits)
- Travel essentials (what's in your carry-on)
- Airport exterior
- Check-in / bag drop
- Gate area
- Boarding pass / destination shot
- Airport food / coffee
- Lounge (if applicable)
- Walking onto the plane
- Plane exterior (if visible)
- Seat setup (economy/business)
- Window view (takeoff + clouds)
- Snacks / meals
- Landing moment (window view)
- Airport arrival sign (destination proof)
- Baggage claim (Some airports don't allow this)

Remember these clips are simply ideas of what to record while traveling. They do not replace your content strategy.

To create stronger and more intentional videos, we recommend using our template to plan ahead. This template will help you map out your topic, your goal, and exactly which clips and shot types you need before you even start filming.

# Video Recording Planner

Topic: \_\_\_\_\_

Keywords: \_\_\_\_\_

Goal: \_\_\_\_\_

Hook: \_\_\_\_\_

**Key points:**

- \_\_\_\_\_  \_\_\_\_\_
- \_\_\_\_\_  \_\_\_\_\_
- \_\_\_\_\_  \_\_\_\_\_

**B-Roll Checklist**

- \_\_\_\_\_  \_\_\_\_\_
- \_\_\_\_\_  \_\_\_\_\_
- \_\_\_\_\_  \_\_\_\_\_

**Clips to record**

**Shot type**

Clips to record	Shot type
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**Call to Action** \_\_\_\_\_

\_\_\_\_\_

# Video Recording Planner

## EXAMPLE

**Topic:** Is Disney's Art of Animation worth it?

**Keywords:** Disney Resort Budget Friendly Family Vacation Worth it

**Goal:** Sell-Educate

**Hook:** Don't book your stay at Disney's Art of Animation Resort with out watching this video  
I just stayed at Disney's Art of Animation resort and here is my honest opinion, is it worth it? Let's find out

### Key points:

- Is Disney's Art of Animation worth it?  Things I liked
- Is Disney's Art of Animation budget friendly?  Things I didn't love

### B-Roll Checklist

- Walking Around  Hotel decoration (Details)
- Entering Disney area  Transportation- Buses + Skyliner
- Checking-in, Lobby area  \_\_\_\_\_

### Clips to record

### Shot type

- |   |                        |
|---|------------------------|
| <input type="checkbox"/> <u>Arrival</u>                                     | <u>POV</u>             |
| <input type="checkbox"/> <u>Room</u>  | <u>Full tour</u>       |
| <input type="checkbox"/> <u>Room Number</u>                                 | <u>Detailed clips</u>  |
| <input type="checkbox"/> <u>Ammenities (Coffee, Beds, Bath, Decoration)</u> | <u>Detailed clips</u>  |
| <input type="checkbox"/> <u>Check-in experience</u>                         | <u>Clips/ Personal</u> |
| <input type="checkbox"/> <u>Food</u>  | <u>Close-up</u>        |
| <input type="checkbox"/> <u>Entrance reaction</u>                           | <u>Face</u>            |
| <input type="checkbox"/> <u>Call to action</u>                              | <u>Face + audio</u>    |
| <input type="checkbox"/> _____  | _____                  |
| <input type="checkbox"/> _____  | _____                  |
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| <input type="checkbox"/> _____  | _____                  |
| <input type="checkbox"/> _____  | _____                  |

**Call to Action** Follow me for more family vacation tips & tricks