

Film Day Shot List

Alpha & Omega Pool Builders

April 2026 Content | Target shoot date: March 24-26 | Prepared: March 19, 2026

DAY-OF LOGISTICS

Duration: 4-6 hours Guide: Brett West (co-owner)

Gear: Camera, gimbal, drone, lav mic Extras: Batteries, cards, lens cloth

Tip: Hit finished pools in late afternoon. Golden hour shots = best content all month.

STOP 1

Active Job Site (Morning)

FIRST STOP

Feeds: Week 1 BTS Photo (4/5) | Week 3 Transformation Carousel (4/18) | Est: 30-45 min

- Crew working shots -- Candid, raw. Rebar, concrete, excavation, plumbing, whatever stage. Don't stage it. The rawness IS the content.
> 4/5 BTS Photo
- Human element -- Someone measuring, checking levels, talking to a sub. Faces and hands at work.
> 4/5 BTS Photo
- Wide shot of the job site -- Shows scale. Partially built pool in a backyard.
> 4/5 BTS Photo
- Progress documentation -- Current state photos to pair with before photos from Brett's G-Drive for the transformation post.
> 4/18 Transformation Carousel

STOP 2

Completed Project - Brett's Pick (Early-Mid PM)

HIGH PRIORITY

Feeds: Week 3 Carousel (4/16) | Week 4 Montage B-roll (4/23) | Est: 1.5-2 hrs

Note: Laurel Oaks (Badu Turbojet) not completed. Brett to confirm which finished project to shoot instead.

- Hero photos (15-20 minimum) -- Wide shots, detail shots, drone. Identify the standout custom feature and make it the star of the shoot.
> 4/16 Aspirational Carousel
- Standout feature (video) -- Whatever the 'wow' element is on this pool, capture it running or in action on video.
> 4/16, 4/23
- Custom feature angles -- Show the unique details from multiple perspectives. Wide and tight.
> 4/16 Carousel
- Drone aerials -- Overhead showing full pool layout, backyard context, landscaping.
> 4/16 Carousel
- B-roll clips (10-15 sec each) -- Water, features, light. Montage fuel.
> 4/23 Montage Reel

STOP 3

\$100K Sarasota Remodel (Golden Hour)

HIGHEST PRIORITY

Feeds: Week 1 Reel (4/1) | Week 1 Carousel (4/3) | Week 4 Montage B-roll (4/23) | Est: 1.5-2 hrs

- Reel walkthrough -- Walk the full remodel with Brett narrating each upgrade on camera: tile, coping, surface, deck, equipment. Start outside gate, walk toward pool. Shoot 2-3 takes.
> 4/1 Education Reel
- Hero photos (15-20 minimum) -- Wide shots from multiple angles. Detail shots of tile, coping, water features. 2-3 elevated angles. Overshoot. Golden hour light.
> 4/3 Aspirational Carousel
- Drone aerials -- Overhead of finished pool + backyard. Slow orbits. Both photo and video.
> 4/1, 4/3, 4/23
- Detail close-ups -- Surface texture, tile patterns, equipment pad, water color/clarity.
> 4/3 Carousel
- B-roll clips (10-15 sec each) -- Water moving, light hitting tile, pump running, reflections. Montage fuel.
> 4/23 Montage Reel

STOP 4

Brett On Camera (Golden Hour, at Remodel)

LAST STOP

Feeds: Week 4 Montage audio (4/23) | Content bank (future) | Est: 30-45 min | Lav mic on Brett

- Intro clip (~30 sec) -- "I'm Brett West, co-owner of Alpha & Omega Pool Builders." Shoot 3x, pick best.
> Content bank
- "Why A&O" (~60 sec) -- "What makes you guys different from other pool builders in Sarasota?" Let Brett talk naturally.
> 4/23, Content bank
- Education bites (~60 sec each) -- "Biggest mistake homeowners make when planning a pool?" and "Difference between a \$50K and \$150K pool?"
> Content bank
- "5 questions to ask your pool builder" (~90 sec) -- Brett answers the 5 hiring questions from the 4/25 post on camera. Talking-head Reel. Graphic posts 4/25, bank the Reel for future use or swap if video performs better.
> 4/25 Reel (banked) + Content bank
- Personality clips -- Anything natural. Brett laughing, pointing something out, explaining a detail. Authentic montage cutaways.
> 4/23 Montage Reel

Content Coverage Summary

Covered by film day (7 of 12 posts)

Date	Wk	Pillar	Post	Source	Shot at
4/1 Mon	1	Education	\$100K remodel Reel	Film Day	Stop 3
4/3 Wed	1	Aspirational	Remodel photo carousel	Film Day	Stop 3
4/5 Fri	1	BTS	Friday on the job site	Film Day	Stop 1
4/9 Wed	2	Social Proof	Smith testimonial Reel	Existing	n/a
4/14 Mon	3	Education	Charles chemistry Reel	Travis	n/a
4/16 Wed	3	Aspirational	Completed project showcase	Film Day	Stop 2
4/23 Wed	4	Social Proof	Credibility montage Reel	Film Day	Stops 1-4

Not shot on film day (5 of 12 posts)

Date	Wk	Pillar	Post	How it's covered
4/7 Mon	2	Education	New build vs. remodel	Desk: designed graphic slides
4/11 Fri	2	Social Proof	Google review highlight	Desk: branded review graphic
4/18 Fri	3	BTS	Transformation carousel	G-Drive before photos + Stop 1
4/21 Mon	4	Education	Surface material comparison	Desk: designed graphic slides
4/25 Fri	4	Education	5 hiring questions	Desk: designed graphic

Content source breakdown

Source	Posts	Details
Film Day	5	4/1, 4/3, 4/5, 4/16, 4/23. Your camera. Core of the month.
Desk Work	4	4/7, 4/11, 4/21, 4/25. Designed graphics. No footage needed.
Travis iPhone	1	4/14. Charles interview. Need footage by March 28.
Existing Video	1	4/9. Smith testimonial. Get file from Brett/Travis.
G-Drive Photos	1	4/18. Before/after. Needs G-Drive access from Brett.