



HOW TO DEVELOP YOUR MINDSET TO BECOME A BETTER EDITOR

A video editing workshop presented by Lewis Rose

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What is Editing?

At its core, video editing is visual communication.

The basic techniques of editing can be learnt in minutes, but the complexity of creating compelling content takes a lifetime to master.

Editing involves thousands of micro and macro decisions to achieve a final result.

Video editing is unique form of expression that leads to very different results depending on the creator.



The Role of the Editor

As editors, it is our job to rearrange and construct video, audio and graphical elements to tell a story and communicate information to different audiences.

There are three main hats an editor wears: Technician, creative and psychologist.



**Mindset Development Tip Number 1 -
Remember That Every Video has a Purpose**

Nice Guys Don't Always Finish Last

A producer or director would rather spend two months in a edit bay with a good editor who is a nice person instead of an excellent editor who is an absolute nightmare to work with.

You might have developed the skills to pay the bills but personality goes a long way.



**Mindset Development Tip Number 2 -
Always be nice even when others are being difficult**

Say it with your Chest

Editing is making decisions. Thousands and thousands of micro and macro decisions, so it is important to stick to the logical idea that you have formulated in your head.

Knowledge is power, so the more you study and more you practice the more logic and experience you can apply to your decisions.

Experimentation is key. It is important to develop a strong idea before you begin chopping away with your tools, but don't be afraid to go in a new direction.



**Mindset Development Tip Number 3 -
Make confident decisions and don't be afraid of change**

Trust is Key

Trust your audience. If they interpreted something in a way other than you intended. Chances are, they are right.

Trust your gut. If something feels wrong, take a step back and address it.

Trust your decisions. Music selection, dialogue, and your edit choices are all choices you should feel confident about.



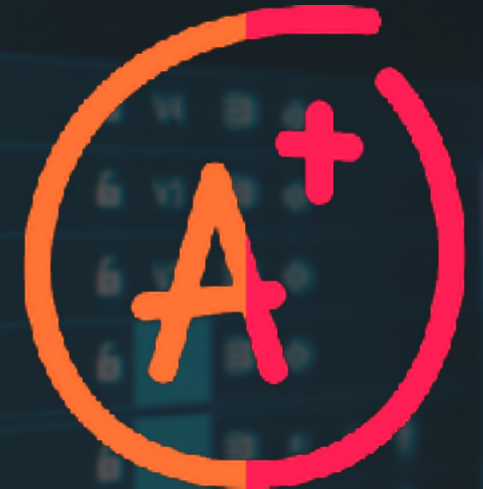
**Mindset Development Tip Number 4 -
Trust the process**

Pursue Excellence at all Times

As editors, it is our job to make the footage we are working with look and feel the best it can.

Even if you are not a fan of the content you are working on, someone else is.

Everybody can get better and improve. Repetition is the mother of skill.



**Mindset Development Tip Number 5 -
Pursue Excellence even when nobody else cares**

Embrace the Journey

Embrace each project as a new opportunity to create and be great.

Keep working hard and watch your creative opportunities, clients and portfolio grow.

Rome wasn't built in a day. Creativity, storytelling and technical operations are all skills that can grow and develop.



**Mindset Development Tip Number 6 -
Embrace the Journey**

Mindset Tips Recap

Mindset Development Tip Number 1 - Remember That Every Video has a Purpose

Mindset Development Tip Number 2 - Always be nice even when others are being difficult

Mindset Development Tip Number 3 - Make confident decisions and don't be afraid of change

Mindset Development Tip Number 4 - Trust the process

Mindset Development Tip Number 5 - Pursue Excellence even when nobody else cares

Mindset Development Tip Number 6 - Embrace the Journey



Final Thought

Video editing stretches far beyond the technical tools.

The more we can apply our minds to our projects and the people we interact with, the quicker and more effectively we can achieve the end result.

These are just a few simple thought mechanisms that you can apply to improving the quality of your editing. As you continue to evolve and develop as a creative, hopefully you will discover the ways that work best for you.

Just remember that every video has a purpose, be nice to others, always trust the process and most importantly, embrace the journey.

