

Velocity Fitness Shot Sheet

Project: Velocity Fitness Brand Spotlight & Lifestyle Vlog
Host: Donny J
Talent/Interviewee: Jake (Owner / Head Coach)
Location: Velocity Fitness Gym Floor
Primary Camera: Sony a6400 (4K, 24fps for cinematic interview / 60fps for crisp B-roll)
Line Spacing: 1.15

Production Shot List

Shot #	Setup Type	Audio	Framing & Action	Focus & Notes
01	Establishing (B-Roll)	Ambient gym noise, upbeat background track	Wide exterior/interior shot of Velocity Fitness sign, sleek branding, and clean gym layout.	Establishes the luxury, high-energy environment.
02	A-Roll (Intro)	Donny J (Wireless Lav)	Medium shot (MS) of Donny J directly addressing the camera, welcoming viewers to the vlog.	High energy, confident brand intro.
03	A-Roll (The Setup)	Donny J & Jake (Dual Lavs)	Medium Wide Shot (MWS). Donny J and	Casual, professional dynamic.

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			Jake standing on the turf or near high-end strength equipment. Donny introduces Jake.	Capture natural banter.
04	A-Roll (Interview)	Jake speaking, Donny reacting	Medium Close Up (MCU) on Jake. Framing him over-the-shoulder (OTS) from Donny's perspective.	Jake explaining the Velocity Fitness philosophy, metrics, and community.
05	B-Roll (Action)	Gym music / FX	Tight macro tracking shot of hands gripping a barbell or adjusting plates.	Cinematic depth of field. Highlighting high-end equipment.
06	B-Roll (Coaching)	Low ambient audio	Medium tracking shot following Jake as he actively coaches or demonstrates a high-energy movement.	Captures Jake's expertise, form correction, and trainer persona.

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07	B-Roll (Donny in Action)	Upbeat track	Wide to Medium sequence of Donny J testing out a workout segment, laughing, or hitting a personal milestone.	Lifestyle integration; keeps the vlog engaging and relatable.
08	A-Roll (Outro)	Donny J & Jake	Medium Shot (MS). Donny J and Jake doing a professional sign-off/high-five. Donny delivers the final call-to-action (CTA).	Remind viewers to drop a comment, like, and follow Velocity Fitness.

Key Interview Prompts & Talking Points

- **On Brand Identity:** "Jake, what was the driving force behind the aesthetic and philosophy here at Velocity? How do you balance high-intensity results with a welcoming community?"
- **On Metrics & Success:** "What is the biggest mistake you see people making when they first start trying to track their fitness growth?"
- **On Mindset:** "For anyone watching this who is struggling to find the motivation to take that first step through the gym doors, what's your day-one advice?"

On-Set Checklist

1. Verify Sony a6400 camera batteries are fully charged and audio levels are balanced.
2. Confirm wireless lapel microphones are clipped securely and free of clothing rustle.
3. Ensure gym background lighting balances well with your portable key light setup.