LoftyBiz Consent and Filming Checklist

A one-page routine for customer clips, team-made content and Friday praise posts — without needing the owner's face on camera.

Companion download for LoftyBiz 124 — Marketing Without Your Face: Customer Videos and Team-Made Content.

Example figures. General education, not marketing, legal or financial advice. Results vary. These are examples, not promises. Rules on rewarded reviews, endorsements and consent differ by country; check local guidance before you start.
You can keep the steps, the consent wording and the Friday checklist as SOPs in one place in Systex, our own product. You can find Systex at loftybiz.net, or click the link in the description.

1. Written permission (no form, no post)

Every customer who sends a clip should tick a short consent form. Use wording like this, then have it checked against local rules:

Consent item	Yes / No	Notes
Yes, you may post this clip		
Yes, you may use it in ads		
Here is how to ask us to take it down		
The person who appears (or the pet's owner) has agreed in writing		

2. Honesty about any thank-you

If someone received a reward for sharing, say so in plain words on every post. In the worked example, the line was: "This customer received a free chain clean for sharing." Pick one small, honest thank-you. Rules on rewarded reviews and endorsements differ by country, and they matter. Check the local guidance before you start.

3. No scripts

Give one prompt — "Tell us how it feels" — and nothing more. The clips that work best are often short and a bit messy. Do not ask only the happiest customers and hide everyone else. Do not pay so much that it feels like buying praise.

4. Team filming checklist (approve before posting)

Check before anything is posted	Done
Clean background	■
No faces without permission	■
No names, phone numbers or other numbers visible	■
One person has approved the post	■
For pets: the owner has given written permission to share their pet	■

5. Your first faceless week

Task	Done	Date
Write a one-page consent form and get it checked against local rules	■	
Pick one small, honest thank-you for customer clips	■	
Ask your team for one short clip each this week	■	
Set up a praise folder for next Friday (blur names and photos)	■	
Put the consent form and the Friday checklist into Systex	■	

Friday routine, in this example: one person spends about thirty minutes picking the best clips, adding captions and scheduling them for the following week. Customer clips, story ads and Friday praise posts can carry the message, so marketing does not have to mean your face on camera every week.