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# Edit Better: Hollywood-Tested Strategies For Powerful Video Editing

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**EDIT  
BETTER**



HOLLYWOOD-TESTED STRATEGIES  
FOR POWERFUL VIDEO EDITING

**JEFF BARTSCH**



## Synopsis

Imagine pushing a magic button in your video editing software labeled "better". Any project you edit turns out exactly how you planned, every single time. Your audience is absolutely spellbound, wiping tears from their eyes, laughing out loud, or sitting in stunned silence as they see the world in a different way for the first time. Bad news: That button doesn't exist. Good news: Edit Better shows you how to get there anyway. Edit Better was made for video editors who consider themselves advanced hobbyists or growth-minded professionals, artists who know that the tools of editing matter far less than the knowledge of how to use those tools powerfully. This audiobook does not illuminate the workings of Avid, Final Cut, or Premiere, and is not a meditation on film editing. What it is: a provocative, wide-ranging collection of strategies and tactics for the creative application of TV and video editing, no matter your editing tools. Author Jeff Bartsch lays out both big-picture strategies and practical, boots-on-the-ground tactics for powerful communication. Going far beyond mere button-pushing, Jeff good-naturedly blends communication theory, marketing, behavioral psychology, neuroscience, and nuts-and-bolts details of editing application from years of experience in Hollywood, the storytelling capital of the world.

## Book Information

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## Customer Reviews

I do recommend this book. I graduated from film school a couple years ago, and I keep myself busy making independent films, which I edit myself. I've taken a couple of editing classes, and have now edited a dozen films or so. I consider myself a competent editor, but I'm always reading, researching, listening to others, and looking for ways to improve my craft. First off, I'm glad that I

found this book, and have learned some things that I consider valuable from it. Mostly the author's extensive list of "rules" (along with explanations, anecdotes, and in many cases accompanying videos on his website). These rules make up the second half of the book. Great stuff! Yes, some of them are things that I already had ingrained into me from school, some of them were things that were intuitive, and I just "did" without really giving it much thought, and some were new concepts that I look forward to exploring in my next editing project (which I'm just starting now). It's an inexpensive book, it's a quick read, and it's useful. It should be a no-brainer for people wanting to up their game as editors. My criticism of the book though, and why it loses one star in rating (and I very nearly deducted 2 stars from it), is that ironically it needs, well, better editing! The author badly needs to take Walter Murch's advice and cut out the "bad stuff". In this case, the "bad stuff" is the first 20 or so chapters. That stuff is nonsense imo, and it makes a bad first impression, and greatly reduces the probability that the reader is going to make it to the really good stuff before setting down the book in frustration. It's a bunch of abstract, weird, questionable, and non-useful discussion. No, editing is not like building a house. No, it's not like Newton's laws of motion. No, it's not like any of the other bizarre things that you are comparing it to, and even if it were, all those bizarre comparisons are not really helpful, and nor is the rest of that discussion imo. That's just my opinion though, others may disagree. But in any case, the rest of it is really good, so I'm going to just forget those first 20 chapters exist, lol. Get the book, it's good, and it will very likely help you with your editing.

If you're looking for a book that takes you through features of different editing packages - this isn't the book for you. If you want something that provides an overview of the editing process and things to consider to get great results - then this is the book for you.

Edit Better is an excellent book and should be required reading for anyone who edits. As a working TV editor, I've found the advice, tips, and tricks Jeff lays out in this book to be extremely helpful and effective. Some of what Jeff says in the book I had to discover for myself over several years. I wish I had this book earlier in my career. And even with my years of experience editing, I found so many good nuggets of wisdom that I am eager to apply. I know this book will improve my editing and also my reputation with the producers I work with. This book isn't about what buttons to push. Go to Creative Cow or Lynda.com and take tutorials for that. This book lays out the practical ways that you can make your editing stand out above the other editors. It'll teach you the most effective way of working with producers, how to address notes with the right attitude, how to focus on the details.

Plus general tips of how to approach a project and time management while working with deadlines. It has tips on working with music, dialogue, mixing, color, and transitions. All of these things will make you very appealing to producers and directors. Buy this book NOW. Beginner or seasoned professional, you won't regret reading this book! I've been telling all my editor friends about this book. It WILL IMPROVE YOUR EDITING and make you more likely to get recommended for more jobs.

This is an exceptionally well written book which is a "must read" for anyone who wants to know what it takes to edit professionally. Whether you are a novice, an assistant editor or a seasoned professional, Jeff lays it all out for you, clearly, concisely, with solid description and anecdotes that provide you with the necessary mindset to "edit better". Read it and take your career to the next level. I've been editing for over 20 years, on every platform, offline and online, and I still found little nuggets in this book that will make me an even more solid pro and increase my value in this competitive environment. Well done sir!

Excellent book. I have the Audible edition and I liked the advice so much that I also bought the Kindle edition (there should be some kind of discount for that by the way). He give practical advice that works. He is also very pleasant to listen to. While I won't speak for people with long years of experience in editing, I can say that for most people this book would be invaluable.

It is a good read, and it has great tips for anyone who does any type of video editing.

As other reviewers have stated and as advertised, this book is about the nuts and bolts of making a good edit. It has nearly no technical details and is hardware and software agnostic. A quick and easy read, it filled in a lot of gaps in my knowledge that the technical books don't seem to address. I'd recommend this book to novice and intermediate editors AND producers, videographers, and anyone involved in the post process.

Good resource. However, the author tries too hard to be an edgy writer. Had he just stuck to the content it would be five stars. Don't let this announce bother you. It's still very much worth the price. Make sure you watch the linked resources for the best experience.

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