

TOP 8 TIPS for Good Video



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1. You don't need fancy equipment. A camera or Smartphone with video is fine. Hold the phone with long side horizontal so the video comes out in the proper perspective. A tripod is the best.
2. Shoot your video in a quiet room, free of pets, kids, phones and traffic. Also consider your background – select someplace neat and simple.
3. Don't shoot your video with a light or window behind you. Face the light or all the viewer will see is a silhouette.
4. Keep it short. Anything longer than a couple minutes is too long.
5. Be real. Don't act. Speak to the camera like it's your best friend, your son, daughter, wife, mom or dad. Smile. Just tell your story.
6. Pause. Take your time. Don't worry about being perfect. Nobody is expecting you to be a movie star. Real people make mistakes. Actors don't. Real people don't believe actors.
7. You may want to have a prop or something to show if it is relevant and appropriate.
8. You may not need a script since it's a short video. It's OK if you have a few large notes up by the camera that you refer to.

Pro Tips

Lighting – Have a windows or lamp directly in front of you (at or above eye level) and avoid overhead lights.

Sound – A microphone is best. You can get them for about \$20 on Amazon. If no microphone then try to shoot with enough 'stuff' in the room to absorb/deflect sound.

Camera Position – Place the camera at or above eye level.

You – Dress appropriately. Keep your head and body reasonably still.