**MY VIDEO SHOOTING TIPS**

1. Face towards the light or sunlight to make your videos appear brighter. Don’t use overhead lighting as it creates shadows on your face!
2. Don’t use gloss white or off-white for your background – use plain white where possible.
3. If you choose to use a background, don’t use a distracting one. You don’t want to draw the attention away from your message.
4. Don’t have to use Ferraris or anything expensive in the background if you don’t have it. You want to be authentic in your video.
5. Have a relevant B-roll (helps to build the case). Ideally, try to use your own images and videos as B-roll as opposed to stock media.
6. Try and get rid of sound echo. You can buy sound proof padding for your walls (Here is the one I use: <https://amzn.to/2XLMxCN>
7. Always use a microphone! This is especially important as some people listen to videos while walking through busy places and so at the very least your voice should come through loud and clear.
8. Opt for a wired microphone rather than a wireless Bluetooth one. There is a marked difference in sound quality for wired microphones as opposed to wireless. Here is the one I use: <https://amzn.to/2NZCkxT>
9. If you are shooting from your mobile phone, try to use the back camera rather than the front camera. The back camera can capture a noticeably higher resolution and therefore records video with more quality.
10. Buy a phone/camera tripod that can extend high so that the camera is eye-level to you when you are standing. Similarly, ensure that the tripod can shorten in length, so it is eye level when you are sitting and shooting videos. Here is the one I use: https://amzn.to/2SoGIVL
11. Try and script your videos and follow your script. You can use a teleprompter for your script. I use <https://cueprompter.com/> as a free teleprompter for my script which runs from my laptop, and then record from my phone.
12. Speak loud and clear when shooting. If it helps do some voice exercises prior to shooting or gargle some water to clear your throat.
13. If you make a mistake when shooting, pause for a few seconds and then repeat your line. This ensures that you can just cut out the erroneous part when editing instead of hitting stop on your camera and shooting again!
14. It is important to split test your videos. This may be split testing your opening phrase or call to action or another part of your video. With this in mind - always record your 2 versions consecutively so you can easily edit your video after for split-testing.
For example, if you are split testing your call to action, you can first say “Click below to get started”. Then wait a few seconds then say your alternative call to action - for example “Change your future now – click below”. By recording both CTAs consecutively in your videos, you can easily cut out your CTAs for split testing your videos, instead of shooting a brand new video just to split test the different CTA.
15. Have fun while shooting! Imagine you are talking to a friend and let your script flow :)