

LOOKING YOUR BEST

VIDEO GUIDE

PREP-WORK

- Capture your video in a **horizontal format** so we can make the best use of it
- Set your camera/phone video settings to record in 4K if possible (see links for details: **iPhone** / **Android**)
- Clean your lens before you begin recording

LIGHTING

Position yourself close to a window or light source, making sure the direction of the light is coming towards you, not from behind. A partially open shade or indirect light provides a more flattering look than harsh direct sunlight.

COMPOSITION

Positioning yourself to one side of the frame or the other and showing just your head, shoulders and a bit of your chest will help your audience focus on you. A busy background can distract your viewers but a blank wall doesn't help tell the story either. Be sure to look at what's happening behind you before hitting record and adjust as needed. Lastly, be sure to look at the lens instead of the screen while talking.

AUDIO

Keep your phone no more than an arm's length away so the mic can pick up your voice (and be sure you aren't covering your mic while recording). For best results, film when your environment is quiet.

STABILITY

Using a selfie stick or tripod can help you capture a steady shot, making it easier for viewers to watch. Hand holding the camera works as well and gives you the flexibility to move around to tell your story, just be aware of how much and how quickly you are moving so you don't make your viewers sea sick.