



DIY Video Tips

Shooting your own videos takes practice, practice, practice, but the benefits are well worth it. Done well, videos help your tribe connect with you as a real person and remember you as an authority in your field. Before you begin filming, make sure you have plenty of time to do many takes and don't publish prematurely. No video is better than a bad one! If you want to find your groove with video, and it's taking too long, allow yourself a longer timeframe and use another medium until you're ready. I'm no expert at video, but I've put together these tips based on what I wish I knew when I first started!

Intention

In my view, there are four different intentions for creating a video for your business. It is good to be clear about which of these is your intention before you start and you may find it's one or more of these:

1. **Educate** – To share information that will enhance your viewers' capabilities
2. **Engage** – To encourage your audience to interact or share with you or engage in an activity
3. **Endear** – To build rapport with your audience and increase your likeability
4. **Entertain** – To captivate your audience and give them a memorable experience

There are plenty of robotic, rambling and dead boring videos online, but if you know your intention, you'll know when you've achieved it and you won't be one of them!

Equipment

First, make sure you have the right equipment including:

1. Mobile phone, iPad or tablet, camera or video camera
2. Tripod with the right attachment/stand to hold your camera/phone
3. Lapel or standing microphone (unless you are standing close to the camera microphone. You'll need to test this based on your distance from the camera)
4. The necessary attachments to plug the microphone into your phone/camera (you'll need to test this)
5. Soft and hard lighting (unless you have good natural light)

The Sacred Video Recipe



Message

What is the walk-away message?

Be clear about the core message that you want to convey to your audience.

Story

What will make your message memorable?

Tell a short story, example or anecdote to make your message easy to understand and apply, as well as get your viewers to *feel* something.

Impact

What is your call-to-action?

Explain what you want your audience to do as a result of listening to your video.

Lighting

Can your face and body be seen in full light?

Show your face displaying enough expressive detail and without casting a shadow.

Sound

Can your voice be heard clearly?

Make sure your microphone can pick up your voice loud and clear without interference.

Frame

Is the foreground and background appropriate?

Decide how much of your body you want in view, and orchestrate the background according to what suits the look and feel you're trying to portray.

General Tips & Guidelines

- Before you film, write down dot points of what you'll talk about:
 - Opening
 - Story
 - 1-3 points
 - Closing
- If you are shooting solo videos with you as the only star, you'll need to learn the art of 'self-animation', which means you can come alive and appear energized without the stimulation of another person's questions or conversation. Without self-animating, you'll come across as dull and people will lose interest in your delivery. This will take practice and you may find that you need to over-emphasise some of your words and gestures so they translate on camera.
- Find other videos on YouTube that you like & emulate what you like about them. Don't underestimate the power of this – knowing what YOU like to watch can greatly enhance the appeal of your videos for your tribe.
- The longer the video, the more you lose impact, so keep your videos as short as they need to be in order to convey your message. Remember, television ads are around 30 seconds long for a reason!
- Before you publish, ask a friend or family member to watch your video and give your feedback (make sure they're being honest).
- For beginners, I recommend doing little or no video editing for short videos, just publish them as-is. For videos longer than a few minutes, it's a good idea to edit them to maintain the attention of your viewers by adding transitions, music and other effects.
- For training videos, where it's important not to waffle and impart key information, I will sometimes use a teleprompter on my iPad. I recommend using the app 'Teleprompter Pro' which costs about \$20. The app will shoot your video as well as show words on the screen for you to read. This takes practice to make sure you don't look like you're reading, so allow lots of time for this!
- Indoor and outdoor videos are very different beasts. Generally indoor videos are easier because it is a controlled environment, but it will usually mean that you'll need two sets of lights to off-set each other.
- To make eye-contact with your viewers, make sure you look directly at the lens of the camera. If using your phone, the lens is usually at the top of the screen so make sure you look there instead of the screen.
- To publish your video online, the number one public video channel is [YouTube](#), followed by Vimeo, meaning that people are actually searching for videos directly on these sites. You can use either of these channels, or you can upload your video directly to your website server. This is not advisable as the playback bandwidth is not always reliable. If you want to publish videos without having them appear on a public channel, [Vimeo](#) and [Wistia](#) both allow you to upload your video to their sites and embed them on your own website.

Resources

James Wedmore - <http://www.jameswedmore.com/>

James has some great free resources on how to create a video set and more.

iMovie - <http://www.apple.com/au/ios/imovie/>

If you use a Mac, download iMovie for a super easy way to edit your videos.

Teleprompter Pro - <https://itunes.apple.com/au/app/teleprompter-pro/id572401027?mt=8>

Download this app if you to film with a teleprompter on your iPad or tablet.

The Bottom Line...

Be yourself, show off your magical powers,
and give great value to your viewers!