

HOW TO CREATE EFFECTIVE VIDEOS – PART 1 THE SETUP

Videos are a great way to create engaging messages that build your brand and create a following. By creating a following, you will naturally be adding to your contact list. Videos can also provide a great way to train your Coaches and support your customers.

Follow these tips and the process will be easier than you ever thought it could be!

THE SET

CAMERA: Don't have an expensive video camera? No problem! In fact, your laptop camera or webcam are awesome because they allow you to playback and edit very quickly. Using a camera anyway? Be sure to mount it on a tripod to avoid a shaky camera!



SOUND: Audio quality is a major part of your video and people will stop watching if they can't hear you. If you have a PC, consider purchasing a hardwired lavalier microphone for optimal sound quality. Many options can be found at sites like Amazon.com® for under \$20. If you have a Mac, the sound quality from the internal microphone is probably sufficient for what you need. If you want to purchase a lavalier, you will want to be sure to get one that works specifically for a Mac, and they tend to be a bit more expensive.



TIP: Be aware of background noise! Air conditioning, heating, trains, airplanes, lawn mowers, playing children, or even a refrigerator whir can ruin your audio.

LIGHTING: Have you ever watched a video with poor lighting? Chances are you didn't watch for very long.

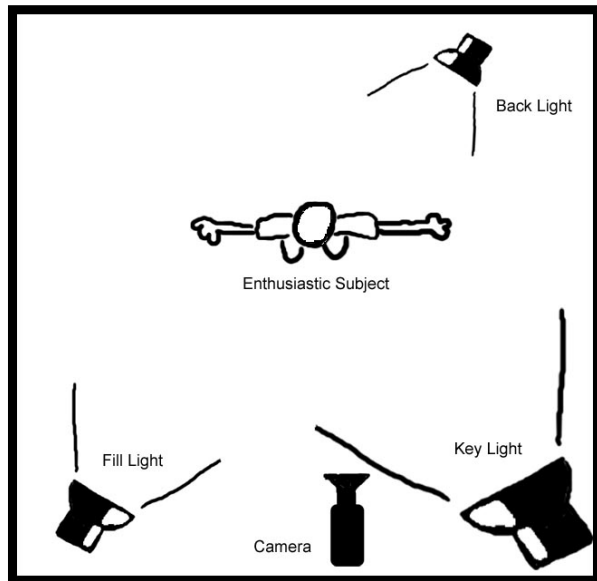
The most important rule? The light should always be coming toward you, not behind you. If you are using natural light, which is the best first thing in the morning or late afternoon, your setup should look like this:



When natural light is not an option, a three-point lighting setup is easy to do yourself and provides excellent lighting to meet your needs. You can purchase lights online or at your local big box home improvement center very inexpensively.

You can pick up a typical clamp light for under \$10.





A three-point lighting system includes:

Key light. Usually this is the strongest light and is closest to the camera.

Fill light. This light helps fill the shadows that the main light casts.

Back light. This is used to create a contour and separation.

All three lights should be the same strength. An example of the wattage would be:

Key Light – 100W, Fill Light – 60W, Back Light – 50W.

There are many examples of do-it-yourself three-light setups on YouTube® if you need further assistance.

In a pinch, use a simple desk lamp positioned over your laptop and directed on your face with soft light.

TIP: Test your lighting before you film so that you can see what adjustments need to be made.



BACKGROUND: It is important to choose the right location to set up your equipment. A poor background choice will detract from you and your message. Laundry and clothes piles, cluttered bookshelves, paper stacks, and messy or dirty looking office spaces should never be in a video.

Consider the first impression you are trying to make. A messy background implies a messy life. Viewers will be wondering about the video message when your home/office is in disarray.

Ask yourself how you want to be perceived by your target audience. What is the visual impression you want to make on them?

You can certainly film your video presentations in your home—but use a camera on a tripod and choose a background that ties in with your messages. For most people, a simple wall is best but you can also hang a simple white or black sheet behind you.

“With just a glance, people have judged your social and economic level, your level of education, and your level of success. Within minutes, they’ve decided your level of intelligence, trustworthiness, competence, friendliness, and confidence.”

—Olivia Cabane, author of *From Zero to Trust in Thirty Seconds: How to Make a Fantastic First Impression*

FRAMING: You want to connect with your audience, so they need to see your face. The farther away from the camera you are, the less they will connect with you.

Consider that most people are now watching videos on their smartphones, so be sure to fill that frame! They want to see YOU!



THE DETAILS: Unfortunately, viewers will immediately notice the superficial things like a bra strap or glaring forehead, distracting from your message. Look your best and be aware of all the small details!

Choose appropriate clothing for the video. The clothes you choose should be comfortable and suited to the topic of the video and intended audience. Casual works well in most cases, and avoid clinging attire or low-cut necklines.



Choose solid colors as these are restful on the eye and allow the viewer to focus on you and what you are saying. Pastels tend to be best, but go with colors that you know look good on you. Other good clothing colors include beige, gray, brown, and blue. Avoid white, red, orange, and green colors. Stay away from fine checks, stripes, herringbone, and similar patterns, as well as glossy, sequined, or metallic clothing. Of course, make sure your clothes are clean and wrinkle-free. You may not notice the wrinkles or spots, but the camera will.

If you are a man, shave immediately before taping and don't be afraid of using inexpensive translucent face powder that you can pick up at any drug store. A five o' clock shadow isn't flattering and neither is a shiny face!

Ladies, don't let bad make-up be a distraction either. There are lots of resources to be found with a simple YouTube search, to determine the right strategy for your face. One source to consider is CoachGlitter.com (Chalene Johnson's make-up artist) for great camera-ready techniques.





Be sure to SMILE, sit up straight, and don't look down into the camera but straight into it or even angled up at it. Unless of course you want to look 10 years older . . . that's what leaning forward or looking down into the camera will do!

A laptop camera or webcam is a wide-angled lens, so keep in mind that if you get too close it will exaggerate your features like your nose and chin.

When you are taping, don't look at yourself but instead look right at the lens. Imagine that you are talking to your best friend, let yourself relax, and have fun. Don't forget to smile!



So remember these important steps to keep it simple and be effective:

- Use your laptop or webcam
- Pay attention to sound quality and avoid background noise
- Be aware of your lighting and be sure the light always comes toward you
- Have a clean and simple background
- Fill the frame of the video so you can be seen
- Pay attention to details and dress appropriately



TIP: If you have any questions about creating a successful video, you can find answers by typing your question into Google® or YouTube.

Quiet on the set, roll film . . . and **ACTION!**

Check out How to Create Videos – Part 2 for information on creating the content for your videos.