

# On-Camera Video Tricks & Tips – Summary Cheat Sheet

## Introduction

- ✓ On-camera video is a video where someone is just talking directly to the camera
- ✓ These videos are incredibly easy to produce and very effective
- ✓ This course teaches you how to overcome the challenge of getting in front of a camera

## Why Your Business Needs On-Camera Videos

- ✓ High conversion rate - Videos generally perform better online than other types of content
- ✓ Human touch builds trust - Videos give your business the human touch which engenders trust
- ✓ Casual makes you relatable - A casual feeling helps to lend credibility
- ✓ Memorable Branding - On-camera videos offer branding benefits
- ✓ Show, don't tell - Opportunity to show what you're teaching
- ✓ Diverse topics - You can cover many different areas of your business
- ✓ Easy to produce - Quick and easy to produce with little gear or editing
- ✓ SEO benefits - Get new eyes on your business and potentially more sales

## **Common goals for videos include:**

- ✓ Teach customers how to do something
- ✓ Connect with customers on a personal level
- ✓ Let customers know of a new product or service
- ✓ Address misconceptions about the business
- ✓ Reach a new market with a format they like

## **Learning Objectives**

- ✓ Identify how you can use on-camera video for your business
- ✓ Choose the right equipment and software for producing videos
- ✓ Pick topics and create scripts or outlines
- ✓ Record your on-camera video in a relaxed, confident manner
- ✓ Create a ready-to-publish video, editing if desired

### **Action Steps:**

1. Identify what's holding you back from creating on-camera, face-to-face videos.
2. List the main benefits you'll gain in your business from getting in front of a camera and recording short videos.
3. Write down the overall goal for one short on-camera video you'll focus on throughout the course.

# Take One: Set the Stage

- ✓ Make sure you have the right tools to produce your videos
- ✓ Start with what you already have and only upgrade when necessary

## Your Video Camera

- ✓ Your computer's webcam
  - Pro: Easy to use, already built-in
  - Con: Poorest quality - You can boost quality by adding camera

## Your Smartphone

- ✓ You can record, edit, and publish on a smartphone
  - Pro: You can record everywhere, cheapest option
  - Con: Quality issues and can be shaky

## Pocket Camera

- ✓ Handheld camera that's small enough to fit in your pocket
  - Pro: Better quality than phones or webcams and portable
  - Con: Cost

## Camcorder

- ✓ Bulky but very high quality
  - Pro: Quality is very good
  - Con: Bulky and price

## DSLR

- ✓ Professional grade camera
  - Pro: Excellent clarity, depth of field, features
  - Con: Cost and complexity
- ✓ Start with free options, then move on to cheap, before buying
- ✓ Try out cameras before you buy
- ✓ Read reviews
- ✓ Decide on budget first, then shop

## Recording Software

- ✓ Some software programs like Camtasia and SnagIt can be used for video production
- ✓ Some equipment comes with software, such as webcams

## Microphones

- ✓ Start with internal mic only if you have to

- ✓ Create video and listen back to see if the sound is acceptable
- ✓ If internal mic isn't sufficient, add an external mic to your system (best investment)
  
- ✓ **Desktop mic** - Connect direct to your computer via USB, avoid 'shuffling' noises
- ✓ **Shotgun mic** - Highly directional and good at picking out dialogue in noisy environment
- ✓ **Handheld mic** - Control direction manually and looks "newsy"
- ✓ **Lapel mic** - Attach to shirts, great for interviews

## Lighting

- ✓ Lighting has a huge impact on your finished product
- ✓ Choose a location with good natural and ambient light
- ✓ Walk around your location taking pictures to see how it looks

## Three-Point Lighting

- ✓ **Key** - Dominant light cast on your subject
- ✓ **Fill** - Also aimed at subject, fills in lighting gaps and cuts shadow
- ✓ **Back** - Used to control the background

## Choosing Lights

- ✓ Pick what is most convenient for you
- ✓ Bulb types

- Halogen: Soft, even light and economical
- Incandescent: Low-priced but burn out quickly
- Fluorescent: Tubes can be exchanged

## Other Gear

- ✓ Stabilizer: Holds camera or smartphone steady
- ✓ Boom pole: Lets you extend shotgun mic
- ✓ Stock mount: Mount for microphone
- ✓ Headphones: For listening to sound playback
- ✓ Light reflector: Helps you control lighting
- ✓ Batteries: Batteries and backups for all devices
- ✓ Bags: For storage and transporting

## Setting up Shots

- ✓ Imagine line going directly from camera to subject
- ✓ Shoot at eye level
  - Shooting downward makes you look small
  - Shooting upward makes you look imposing
- ✓ Use a backdrop
  - Choose grey or other neutral color
  - Consider keeping a few differently colored backdrops on-hand
- ✓ Have soft objects ready to dampen sound

## Echo Control

- ✓ Have some soft household objects around to dampen the sound
- ✓ Things like cushions can remove echo

### Action Steps:

1. Keeping in mind the goal you've already outlined for your video content, use the worksheet to make a list of all of the equipment you already have that you can use right now, and others you don't have for a wish list. The idea is to use what you have right now to get started.
2. Think about what you want your audience to take away from your video. Using what you've learned in the module as guide lines, make notes as to how you think the set-up and lighting might influence what they think or feel.

# Take Two: Choose Your Topic and Draft Your Script Notes

- ✓ Gear is lined up and now it's time to decide on a topic

## Stick to What You Know

- ✓ You are an expert whether you realize it or not
- ✓ Take knowledge and experience you've accumulated through your work
- ✓ Videos can be on any topic so choose something you know about
- ✓ Brainstorm ideas
  - Solve your audience's problems
  - Look at market research
  - Research competitors for ideas
  - Questions your customers often ask
  - Something you can demonstrate
  - An action you'd like your audience to take

## One Video vs. Video Series

- ✓ Videos should be about one minute long
  - If longer, consider breaking up topic into a series

## Creating a Script

- ✓ Creating a script
  - Make sure you hit key points and can practice and refine
  - Can sound scripted and dull
- ✓ Using an outline
  - Hit key points and stay on topic while remaining natural
- ✓ Off the Cuff
  - Can lack focus
  - Very natural and occasional moments of brilliance

## Tips for Structuring Your Videos

- ✓ Refine your goal to make it clear
- ✓ Consider using a short introduction
- ✓ Consider using a template for your videos
  - Introduction
  - Summary of what viewer can expect
  - Content
  - Call to action

## Writing Your Script

- ✓ Write in a casual tone, like talking to a friend
- ✓ Keep script as concise as possible
- ✓ Make it fun and humorous
- ✓ Discuss product benefits, not features

### **Action Steps:**

1. Brainstorm topic ideas for your first video. Choose the topic you think will have the most impact on your business right now and which you can comfortably speak about to a friend.
2. Outline your video and keep that outline handy for when you record. You can also use either the scripted or off-the-cuff method. For the scripted version, write down exactly what you want to say. For an off-the-cuff version, create some clear bullet points to cover so that they're in your mind. Then put those aside.
3. Practice what you'll say out loud, as if to a friend. Time yourself to see if it's more than one minute. If so, cut it down.

# Take Three: Hit Record – Tips for Talking, Looking, and Acting

- ✓ Hard to talk on camera if you're not experienced
- ✓ Use some simple tips to help you practice and get used to it

## What to Wear

- ✓ Give clothes some consideration
- ✓ What you wear tells your audience something
  - Dressed in a suit – Professional and trustworthy
  - Casually dressed – Relatable, like your audience
- ✓ Assess the tastes of your audience
- ✓ Make sure the clothes you choose are flattering
- ✓ Guidelines on what to wear
  - Colors and patterns should harmonize and not clash
  - Bright colors are okay as long as they don't clash
  - Avoid intricate patterns
  - Avoid copyrighted clothing
  - Always do a final check before shooting

## Speaking in Front of a Camera

- ✓ **Get Comfortable** - Get into a relaxed state of mind before

shooting

- ✓ **Watch the Umms and Ahhs** - Practice speaking smoothly and fluently
- ✓ **Pay Attention to Pace** - Talk slightly slower than a natural pace
- ✓ **Modulate Your Voice** - Natural intonation so you don't sound monotone

## Body Language

- ✓ **Sit up Straight** - Slouching makes you look like you lack confidence
- ✓ **Keep Your Head Steady** - Too much head movement is unnatural and distracting
- ✓ **Stay Balanced** - Shifting your weight is distracting for the viewer
- ✓ **Use a Mirror** - Practice or shoot in front of a mirror to monitor yourself

## What to Do with Your Eyes

- ✓ **Look at the Camera** - Maintain eye contact and talk to the camera as if it's a friend
- ✓ **Look Away When Natural** - Look away when you need to, such as to refer to a graph or product
- ✓ **Don't Forget to Blink** - Blink naturally and don't stare at the camera

## Facial Expressions

- ✓ **Smile** - Give the audience a natural smile as you speak
- ✓ **Study Your Face** - Record yourself talking and watch for tics or awkward facial expressions
- ✓ Practice speaking to eliminate anything that might be distracting

## What to Do with Your Hands

- ✓ Hands can be awkward and feel like they're in the way
- ✓ Don't hide your hands or stuff them in your pockets
- ✓ Keep your hands visible and use them in a natural way
- ✓ Feel free to gesture as long as it's natural and not distracting

## Further Tips on How to Act on Camera

- ✓ Record a few trial runs and watch them back
- ✓ Use a timer to make sure it's one minute
- ✓ Record your practices in case you get a take
- ✓ Sip water between takes to stay hydrated
- ✓ Relax and recharge between takes
- ✓ If walking, mark out your path and arrange it with the cameraperson
- ✓ Take a break after each few takes to recharge
- ✓ Don't be too much of a perfectionist

### **Action Steps:**

1. Practice running through your video script on camera.
2. Watch what you've recorded and evaluate both your speech and body language using the evaluation sheet.
3. Record your video one or two more times until you feel your video is "good enough" (but it doesn't have to be perfect).

# Take Four: Render and Publish Your Video

- ✓ The last step is to edit and render your video

## Editing Software

- ✓ Start with the simplest option
- ✓ Upgrade later if you feel you need to
- ✓ See what editing software is already installed on your computer

## Editing with Your Smartphone

- ✓ You can shoot, edit, and publish using just your smartphone
- ✓ [FilmoraGo](#)
- ✓ [Apple iMovie](#)
- ✓ [Adobe Premiere Clip](#)

## Windows Video Editing Software

- ✓ [Camtasia](#)
- ✓ [Wondershare Filmora](#)
- ✓ [AVS Video Editor](#)

## Options for Mac

- ✓ [Camtasia](#)
- ✓ [iMovie](#)
- ✓ [Apple Final Cut Pro](#)
- ✓ [Wondershare Filmora](#)
- ✓ You can also use online video editors
  - [WeVideo](#)
  - [VideoToolbox.](#)

## Rendering Your Video

- ✓ Rendering takes data and turns it into real-time, viewable video
- ✓ Your editing software includes rendering
- ✓ During the rendering process, you choose file format and resolution
- ✓ Check the site where you want to publish and set accordingly
- ✓ File format
  - MP4, Quicktime, AVI are all standard
- ✓ Resolution
  - Choose highest resolution possible wherever you publish

## Where to Share Your Videos

- ✓ Embed videos on your website or blog

- ✓ Post on other sites
  - [YouTube](#)
  - [Vimeo](#)
  - [DailyMotion](#)
  - [Wistia](#)
  - Social media sites like Facebook and Instagram
  - Instruction sites like [Instructables](#) and [WonderHowTo](#).
- ✓ Inform social media followers whenever you publish a new video

### **Action Steps:**

1. Evaluate your video for elements that might need editing and make notes
2. Compare editing software packages and identify pros and cons of each according to features and what you want to achieve.  
  
Optional: If you want, go ahead and download a trial version and edit your video a little.
3. Render and save your video
4. Share your video online in at least two places and let your audience know about it.

# That's a Wrap! – Conclusion and Next Steps

- ✓ Your first video is finished and you're ready for more
- ✓ Learn something from each video you make and use it on the next

## **You learned:**

- ✓ How your business can benefit from videos and why they're so effective
- ✓ The equipment you need to get started
- ✓ How to come up with excellent topics for your videos
- ✓ The techniques the professionals use
- ✓ How to choose editing software and the steps that go into editing and publishing.

## **Action Step:**

1. Identify the tasks you need to complete to now get your video published and in front of your audience. Assign deadlines to each task.