



Video Marketing 201

Easily and Authentically Grow with Video



TECHNICAL ELEMENTS CHECKLIST

Audio:

- Purchase a USB (external) microphone
 - ★ Popular: Blue YetI, Shure
 - ★ ProudMouth recommendation: the [Samson Q2U](#)
- Purchase a microphone boom or scissor arm which will leave your desktop free to work.
- Download a tool called [Krisp.ai](#) which removes all background noise

Lighting:

Ensure you are the most well lit part of your video:

- For overcast/dark/no window, ensure that you have some fill light.
 - ★ Portable option, clips right onto your laptop screen like, [Logitech for Creators Litra Glow Premium LED Streaming Light with TrueSoft, Adjustable Monitor Mount, Brightness & Color Temp Settings, Desktop app Control for PC/Mac - Graphite](#)
 - ★ Tripod mounting option like, [Lume Cube Broadcast Lighting Kit | Zoom Lighting, Webcam Light for Computer | Video Conference Lighting Kit for Laptop with Adjustable Brightness & Color Temperature, Tripod & Suction Mount Included](#)
 - ★ Ring light option (least favorable option for glasses) [Neewer Ring Light Kit:18"/48cm Outer 55W 5500K Dimmable LED Ring Light, Light Stand, Carrying Bag for Camera, Smartphone, YouTube, TikTok, Self-Portrait Shooting, Black, Model:10088612](#)

Camera (optional):

Remember, to start, your laptop or smartphone camera should be sufficient, but if you're interested in upgrading:

- ★ [Sony ZV-1](#)
- ★ Or the sister camera, [Sony ZV-E10](#)

Recording:

Subscribe to or purchase an all-in-one audio/video editor such as:

- [Descript](#)

ENVIRONMENTAL ELEMENTS CHECKLIST

Lighting:

Ensure you are the most well lit part of your video.

- Sit with a window in front of you, not behind you (natural light is actually the most flattering light) and make sure that your background is still at least pretty bright to evoke trust.
- Find the perfect light for your videos. Stand in the center of your space with your smartphone or other recording device, hold the camera in front of you and hit record. Slowly turn in a 360 degree circle. Note the difference in lighting on your face and how it can even change your facial expressions without you changing your facial expressions.

Frame and Background

What we are trying to do with framing and background is we're trying to emulate what it feels like to be in person.

- Position your camera to have more space below your chin than above your head.
- Design your background using the "Rule of Thirds". You will usually be positioned in the center third. Stage something over in the first third, and something else in the last third. Remember to place your elements intentionally going off the screen to allow your audience's brain to subconsciously think that your space is larger.

Do not:

- ✗ have anything right around/behind your head
- ✗ use a fake blur or a fake Zoom background

ASSIGNMENT ELEMENT CHECKLIST

- Module One Assignment: Your First Video
 - ★ In a quick, less than three minute video, share your name, what you hope to get out of this course, and how you'd like to use video in your business. Remember, think about how you might leverage a tool like this in your business because asynchronous video can be a great way to touch base with clients between meetings, allowing them to reply at their convenience, especially with tech savvy clients that are comfortable doing video messaging.
- Module Two Assignment: The Gratitude Video
 - ★ Choose someone in your life, such as a parent, a spouse, an older current boss, a mentor and send them a gratitude video. It should be no longer than forty-five seconds. Use your smartphone and send it by text or WhatsApp. Or use [Loom](#) or [BombBomb](#), which easily integrates into Gmail and Outlook.
- Course Completion: Redo the Module One assignment where you share your name, your aspirations for the course, and how you think you'll use video in your business. It will be fun to see, compare and reflect, at the end of the course, on how much you learned.