

Guidelines on how to make a video:

- Plan your video content
- Film small segments, only 2-3 minutes
- Identify yourself and outline your goal and/or message
- Draw people in using the power of emotion
- Pick the right background. Using real backgrounds that contribute to your message: office, living room, outdoor location. Keep background simple and uncluttered.
- Lighting Outdoors: best on a cloudy day; an hour after sunrise; an hour before sunset. These are the conditions when the natural light is soft and cinematic.
- Lighting Indoors: Choose a room where natural light comes through windows; if necessary, add additional lighting such as a table lamp or ceiling lighting.

If using your phone:

- Use landscape mode
- Stabilize the camera
- Face the light
- Minimize background noise
- Declutter your background

If using your laptop webcam:

- Raise it up so the camera is roughly at eye level. Looking slightly up at the camera, is typically flattering on most people.
- Put yourself in the center of the frame.
- Add more lights to improve your webcam video.
- Your background should *add* to your story and to your video. Declutter background.