

# 10 Tips for Easy Do It Yourself (DIY) Video for Marketing

1



## Film in “selfie” and landscape mode.

Turn your phone sideways (landscape mode) and hit the selfie button. This way you can see yourself as you film. The camera quality is not quite as good on the selfie side, but you also will not accidentally cut off your head (I do this all the time).

2



## Stabilize your camera.

Do not hold your camera while you film (unless you’re going for the Blair Witch look). Here’s a quick set up: Pile a stack of books to eye height. Set up another stack of books right behind it about 5” taller. Place your camera on the shorter stack and lean it against the taller stack and voila — the perfect DIY tripod.

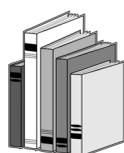
3



## Lights. Lights. Lights.

Try to film with as much natural light as possible. Film during the daytime, but don’t sit with a window behind you (you will be completely blacked out). If you have reading lamps, put two of them in front of you at 10:00 and 2:00 and angle them to shine in a crisscross across you. (Think Broadway debut.)

4



## Plan your background.

Not too deep, not too busy, and definitely nothing weird (like a light switch growing out of your head.). Try a plain wall with a plant or **organized** bookshelf. Take a snapshot and examine it before filming to see what your backdrop will look like.

5



## Project your voice (and beware of ambient sound).

Set your camera up within 3 to 5 feet from you and project your voice. Farther away and the sound quality will diminish. Anticipate possible sound interruptions (will your dog bark? Might arguing kids—or adults—barge into your space?). And, yes, if an ambulance drives by, you should start over. Sorry!

6



## Be animated!

Express yourself a little livelier than usual to exude more energy. It’s okay to use your hands to make a point, but be sure to always bring them back to center. That said, do check nervous moving (like shifting back and forth in a swivel chair or superfluous fidgeting).

7



## Sit at an angle.

For framing, situate yourself just off to the right or left of center, and then angle yourself slightly toward the center. This will help you avoid the “deer in the headlights” look. For top to bottom, your eyes should line up with the top third of your frame. Leave a little space at the top (so your head is not cut off) and the bottom cutoff should be about mid-chest. Look into the camera from here.

8



## Draft your content as if it was for your most kind and caring friend.

Only you know if you need to write out every word, or if you’ll be fine with just an outline. Whichever way, practice what you will say. If you need notes, print them in BIG type (18-20 point) and tape it below your camera, so you can see them while still looking ahead. Pretend like you are talking to a trusting, caring person who is savoring every word. You have something that the world needs to know! (And relax. You can always delete and start over!)

9



## Share. Share. Share.

Now that your video is done. Where will you post it? On your website? On your YouTube channel? On social media? Post it far and wide to share with the world!

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## Know when to ask for help.

Video is the top tool for business growth in 2019. Want to learn how to get started on YouTube? Need help with editing and posting your video? Want to develop a video content strategy? Email [info@interculturaltalk.com](mailto:info@interculturaltalk.com) and let me know the #1 thing getting in your way for videos.

