



Super Simple Tech Guide to Shooting Great Business Video

By
Kala Philo

Video Coach and Founder,
Mirror Your Brilliance on Video Method

*To save trees and your printer cartridge,
We minimized the number of color blocks and fancy graphics in this document.*



Before we start.

Let's begin with the end in mind and focus on your audience.

How do you want people to feel when they watch your video?

For most of us, the answer would include words like *engaged*, *comfortable*, *welcomed*, *relaxed*.



We're going to help you set up your Video Homebase so that your viewers feel that way.

You see, you are creating the setting for **a unique shared experience** that was not possible just a few years ago. This is very exciting.

This is what the major movie studios do so well on a huge scale. We love to watch movies and Netflix series to escape into the worlds the studios create for us.

There are 2 parts to this process:

1. The story (content)
2. The way it looks on screen (visual quality)

This Guide addresses the second part, because you can't do the first if you don't have the second figured out.

Even though you don't have the same resources as a major production studio, you can still create a welcoming world for your audience.



The person watching your video is most likely surrounded by distractions. When you limit distractions in your videos; such as cluttered backgrounds, bad lighting, and tinny sound, you help them relax and focus on your message.

Does this mean you have to stay super simple forever? That you can never have a video set like Marie Forleo, if that is your dream? Of course not. **You can always get fancier later.**

I have simplified the process for setting up your Video Homepage into 4 Steps, and I'll be with you as you go through each step.

Today's information covers Step 1, exactly the gear you need for a Super Simple Video Tech Setup..

Over the **next few emails** I'll go over Steps 2 - 4, where you learn where to set up your Video Homepage, how to compose your shot, and finally, how to look your best on camera.

In no time at all, you will have your Video Homepage ready to go and be able to create lots of quality video, with ease.

Welcome to this Brave New World!

Congratulations for setting up your Video Homepage in a way that shows your viewers and clients you appreciate their attention and care about their experience.

All my best -

Kala

MirrorYourBrillianceonVideo.com



Step 1: Order the only 3 things you need to shoot great video.

Time to complete: 15 minutes

These are the only 3 things you need to shoot great video with your smartphone, tablet or newer laptop.

This is the exact setup I use for my videos, and they look great. With video, it's not about the gear. It's about how to use it.

So, what should you use to shoot your video?

Surprise!

If your goal is great looking video and a minimum of fuss, **do not use a video camera.**

A video camera adds **extra layers of complexity** that cost you more time and money.

Don't worry, you can always get fancier later, if you want.

This guide focuses on shooting with your smartphone, but the same information works for a table or laptop, too.



Here is exactly what you need and I've provided links to actual products on the [Tools page](#) on the website.

LIGHT:

One or two inexpensive studio lights, the ones I recommend are called box lights. Less than \$100.

Natural light is a huge bonus, too. We will get to that in Step 2.

STABILITY:

A way to hold your phone or tablet still - I recommend a tripod with a mounting bracket.

If you are shooting with your laptop, get a stack of books or a box. How high? Don't worry, we address that in Step 3.

SOUND:

I know, I know. There are lots of people who do not use a microphone in their videos. Their sound is tinny and unprofessional. They tend to raise their voice, or even shout, as they record.

Now, whether or not that is annoying is up to personal opinion.

Even if it doesn't bother you, bad sound does distract your audience. Remember, the idea is to make your videos as binge-worthy as possible. And that means good sound.

2 options for sound:



Good quality earbud headphones (not wireless) with a built in mic. I like the Urbanears brand.

Acceptable for:

- Livestream video
- Pre-recorded casual video with no or minimal editing.

The Rode Lav mic:

When to use:

- Pre-recorded videos shot with your smartphone or tablet that you want to look more polished.

Note: If you are going to shoot pre-recorded “talking head” video with your laptop, and you don’t want to wear earbuds, you can buy an external mic for your computer. Because everyone has a different computer, I don’t have one specific recommendation for a mic.

TIP: Check out the customer reviews on Amazon for mics that are compatible with your specific computer. I also offer custom equipment consultations as part of helping private clients set up their Video Homebase.



Homework

We make this really easy for you.

**You can have all your stuff ordered within 15 minutes.
#noExcuses.**

Review what you have at home already, and check off the checklist below.

Anything missing? Check out our [Tools resource page](https://www.mirryourbrillianceonvideo.com/tools.html), it includes a short video that goes over all of this, and links for ordering what you need.

<https://www.mirryourbrillianceonvideo.com/tools.html>

Checklist:

- Lights
- Sound
- Stability (Tripod and bracket)

Optional:

- Sand Bags
- Extension cord
- Colored tape for blocking your position (covered in Step 2)



Great job today!

What's next? In a couple of days you'll have some equipment delivered to your door.

Then what?

Don't worry, I'm with you every step of the way.

Be on the lookout for the next email with Step 2 - choosing the perfect place in your home or office to set up your Video Homebase.

All my best,
Kala



Kala has a marketing degree and spent 15 years as a Marketing Video Producer for entrepreneurs and small businesses. A gypsy in disguise, she has filmed at hundreds of locations, from offices, homes, manufacturing warehouses, marinas, and even organic farms. Find out more at MirrorYourBrillianceonVideo.com