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## 5 Tips For Creating Business Videos at Home

We love video. We love *making* videos. As part of an overall marketing strategy we think video should play a key role for most businesses. As a business, we are super comfortable with creating quick videos on the fly, but we recognize that there are some of you who have been forced to suddenly wrestle this beast who are far less comfortable.



Now that we are in a COVID-19 world and many people are working remotely, creating content for your clients using video is becoming more popular. But how do you do it well so that clients and potential clients can engage with your content?

It's one thing to create a cat video to post on your Facebook page, but creating business video content that is respectable visually as well as helpful to your customers from your kitchen or home office is another thing entirely!

Here are a few simple tips for you as you venture into this world.

### 1. Have a main point

It may sound obvious, but make sure that whatever you're creating has a clear beginning, middle and end. Know what you are trying to communicate before you go on camera so you don't find yourself rambling. It is best if you can zero in on a specific topic and stay within that topic so your video content is concise. In old teaching terms it can be helpful if you:

- Tell them what you are going to tell them
- Tell them
- and then...Tell them what you told them!

If you are a rookie video maker, we would encourage you to go short and sweet if possible. Some topics may need longer, but if you can communicate what you need to in 2 minutes or less, you will find people are willing to click on your video and stay engaged.

If you are creating a short video try writing it out first so you can run through it a few times before you hit the record button on your iPhone or Android camera. If you need prompts to keep you from getting off track, create bullet points and place them where you can easily see them while you are filming. This

doesn't have to be fancy. You can [MacGyver](#) this thing and just tape the notes to the bottom of your phone.

## 2. Keep it steady

Unless you're purposely trying to make your viewer feel nauseous then avoid shaky camera footage at all costs.

Invest in a small tripod for your phone and you'll forever be rewarded with perfectly still footage, just as you intended. There are a lot of options on Amazon. [Here is a link](#) to just one that works well and has a Bluetooth remote so you don't have to lean into the phone to start and stop the video.

Also, position the camera so that you aren't looking up or down, but are at eye level with the camera. This is true whether you are using your phone or recording on your computer. Nobody wants to see up your nose or have it be too close! Again, having a tripod that you can position on a table can help you find the right height and position for the phone. If you are using a computer to record your video, make sure you elevate it to eye level using a couple of beefy books, or a box.

## 3. Think about audio

This is another tip that seems obvious, but try to find a quiet place to shoot your video. The quality of the audio is one of the most important parts of any video. Good audio can make up for a multitude of other issues, so pay attention to this part.

Close the windows so you can avoid the inevitable lawn mower that decides to start up exactly when you've worked up the nerve to hit 'record' on your phone! If you have kids at home during this season try to find a time when you know they are busy with an activity somewhere else in the house. Anything you can do to minimize the background noise so you can be heard clearly.

Since you'll likely be using your computer or your phone's built in microphone to capture the sound, do a couple of tests on the best distance for you from the camera. The goal of good audio is to get your mouth as close as possible to the microphone. You want to be far enough away that your face doesn't take up the whole frame, but close enough to be heard clearly. If you want to step up your game on audio you can use your wireless earbuds, or check out these microphone options that are under \$200.

- [Rode wireless microphone](#)
- [Audio technical microphone](#)

## 4. Think about lighting

Most of you have been on enough zoom meetings in the past few weeks to know what it looks like when someone is poorly lit. You want to make sure that your intended audience is seeing you, not a silhouette of you! To avoid the silhouette effect you will want to find a place where there is not a bright window right behind you.

Ideally you will be in a brightly lit room where your face can be easily seen. Having a window in front of you (behind the camera) can be helpful, but if it isn't enough light, try placing a lamp on the table behind where your tripod is set up. Be willing to visit a few different rooms in your home to determine where the best light is. This will also vary based on time of day and the weather so pay attention.

Again, if you plan to do this longer term and want to add some inexpensive lighting that is designed for video, check out this [light box](#) as an option.

## **5. Remember you are your own worst critic**

It is rare that we meet someone who absolutely loves how they look on camera! We know those people exist, but they probably aren't running your typical business! Most of us see ourselves on the replay and all we can see is the hair that is out of place, or that blemish on your face that you just know is the only thing anyone can see. Invariably, nobody notices any of that except for you! Share your video with someone you trust before you send it out, and if their feedback is positive, believe them. They are probably right and you are probably wrong! So be brave and post that video!

Finally, remember that this is a season where we are all trying new things, so don't be too hard on yourself. Using video to communicate your message can be powerful. What you are being "forced into" right now may well give you the push you need to incorporate the use of video long term in your business, even when we don't have to work from home. As a friend of ours often says "you don't have to get it perfect, you just have to get it going."