

HOW TO INCORPORATE VIDEO INTO YOUR MARKETING

Use the following best practices to ensure you produce an engaging video that will hold your clients' attention.



BLUESPRING
WEALTH PARTNERS

STEADY YOUR SHOT



- Use a tripod for your camera or set your phone on a stationary object.
- Record from a straight angle instead of a tilted close-up shot.
- If shooting like a selfie, use a selfie stick or a tool to help you keep your shot steady and straight.



AUDIO

- Use a lavalier microphone for the most affordable sound quality.
- Try a shotgun microphone for the best sound quality.
- Stand close enough to the microphone on your phone or camera to pick up clear audio if a microphone is not available



LIGHTING

- Use a halo light with a dimmer to optimize your lighting.
- Avoid direct-facing sunlight (no squinting).
- Avoid dark spaces where the camera has to constantly adjust to the lighting.



SMILE!

- BE AUTHENTIC!
- Smile before you record so that you shake off any nervousness.
- Start the video smiling. This will help you look more relaxed and positive on camera.
- Be more animated than usual and try using your hands as you speak so you do not look too stiff or serious.

TEST YOUR SHOT

- Use the back camera of your phone versus the front camera.
- Look into the camera lens, not at the screen.
- Try autofocus in case you move around while shooting.
- Have someone look through the camera to ensure good lighting and a clean background.
- Avoid clutter in the background of the shot.
- Take a five-second test recording to ensure the lighting is good and the sound is clear.

CLOTHING AND COLORS

- Wear clothing that is comfortable and natural-looking. Be YOURSELF.
- Solid colors are a good choice, as patterns can be distracting.
- Avoid high-contrast clothing like a white shirt and red pants.
- Avoid white shirts without something covering it, such as a solid vest, blazer, or tie.

SCRIPT

- Avoid sounding scripted (don't memorize a script or read from a teleprompter). A talking head reading from a script can come across as robotic.
- Consider writing a script in a Q&A manner. Practice your responses before recording, but don't memorize the script word-for-word.
- You can use an interview format with someone behind the camera asking you questions to respond to if it works for the topic.