



The Beginners Guide to Filming With Dom O'Neill from Vlogify.net

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2020



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What you will learn:

- Pre-production (before you film)
- Camera Tech & Tips
- Sound Tech & Tips
- Lighting Tech & Tips
- Where to film
- Production Workflow

Why use video?

- **Including video in a landing page can increase sales conversion by 80%**
- **59% of executives agree that if both text and video are available on the same topic, they are more likely to choose video (MWP)**
- **4x as many customers would rather watch a video about a product than read about it (Animoto)**
- **Using the word 'video' in an email subject line boosts the open rates by 19% (Syndacast)**



Pre-production

(before you film)



What are vlogs and what is Vlogging?

Quality video content filmed, edited and distributed from the smartphone multiple times a week.

Six questions to ask before you start filming

1. Who is your customer / audience?
2. Where are they based - local, national or worldwide?
3. What problems do they have?
4. How do you help them?
5. What age are your audience?
6. What online platforms do they use?

**What to Vlog about
and how long should
your videos be?**



Watch the video at <https://www.vlogify.net/post/what-to-vlog-about-and-for-how-long>



Read my top four tips for keeping up with Content Creation at <https://www.vlogify.net/post/4-ways-to-ensure-you-keep-to-your-content-strategy>



There are many different styles of video you can create.

On this course we will focus on vlog style videos as they are the easiest and cheapest route into video marketing

Social Media Vlog Length

- Thirty to forty seconds is a good length for a vlog on social media.
- A thirty-second script will be approximately a quarter of an A4 piece of paper. If your script is longer than that it is too long.
- If you have more to say make multiple videos and tease your audience to come back for more tomorrow.

3 step running order

Step 1: In the first 10 seconds, you need to ask a question or make a statement to grab the audience's attention and get them involved.

Step 2: Set out your stall, tell your audience what will you do for them and how you will help them.

Step 3: Finish with a call to action, guide your audience, what do you want them to do next?



Practice till you are happy!

Remember vlogs are not live and unless you choose to post the video only you can see it.



Video Success

You want your videos to be...

- Watchable
- Audible
- Engaging
- Visually interesting



Video Success

You want people to...

- Watch
- Comment
- Like
- Share
- Call you
- Send you a DM
- Sign Up
- Order now

Please note:

Most vlog videos will NOT generate sales after one watch!

The main aim of vlogging is to start conversation with prospective clients and push them toward your website, landing pages and lead magnets.



Pre-Production Q & A



Production

(Filming)

Filming tech & tips

Watch the video at <https://www.vlogify.net/post/filming-tech-and-tips>

Filming Q&A



Sound tech & tips



Watch the video at <https://www.vlogify.net/post/sound-tech-tips>

Read more about your microphone options at <https://www.vlogify.net/post/what-microphone-should-i-buy>

Read more audio recording top tips at <https://www.vlogify.net/post/how-to-record-better-sound-during-guest-interviews>

What microphone to use?

- Tie clip microphones are great for a 1 person videos
- Shotgun Mics are great when you film with more than one person or you are filming on location
- DON'T use the mic on your laptop!

Four Top Tips for Better Sound

1. Close the door to the room you're filming in
2. Avoid Interruptions - tell your colleagues / family that you're filming and a sign on the door will help to remind them
3. Keep your computer or anything that creates a hum, buzz or woosh away from the mic
4. Don't film in an empty room as it will create an echo



Sound Q&A

Lighting tech & tips

Watch the video at <https://www.vlogify.net/post/lighting-tech-and-tips-1>

Read more about lighting options at
<https://www.vlogify.net/post/lighting-tech-and-tips>

Read ore about lighting for green screen via this link
<https://www.vlogify.net/post/how-to-use-a-green-screen-to-replace-backgrounds-on-zoom>



Lighting Tech & Tips

Where to place your lights

- The best practice is to have the light(s) behind the camera because you're wanting your face to be lit (not the back of your head).
- If the lights are behind you will become silhouetted and dark.
- Also if the light comes from behind you there's a higher chance of lens flare on the camera, which means it'll be very hard to see you.



Lighting Tech & Tips

Natural Light

- If you don't have any budget for technology your best lighting option is to film outside
- Avoid filming the glaring noonday sun in the summertime
- Morning and the afternoon are good times to film



Lighting Tech & Tips

Lighting Systems

1. Fluorescent, the cheapest
2. LEDs are easy to use and offer good value
3. Halo/ring light offers extremely good quality and in my personal opinion, if you're doing a lot of piece-to-camera filming, a halo/ring lighting kit is worth every single penny.

Power Supply

Cheaper lighting kits will not be battery-powered, so they will only work indoors, or where you can get a reliable mains supply.

Note: some locations will need your kit to be PAT/safety-tested before you can plug into their mains supply.



Where to film



Watch the video at

<https://www.vlogify.net/post/where-to-film-your-marketing-videos>

Please note:

Equipment you take on location will break around 4x faster than equipment in a fixed studio



Where to film Q&A

Production workflow

Watch the video at

<https://www.vlogify.net/post/a-better-workflow-makes-better-videos>



A way to create good quality videos with a quick turnaround, sustainably is to...

1. Shoot
2. Edit
3. Distribute

From one device!

The more devices you add, the more complexity you add, the more chance of failure, and the slower the system gets



Your crew

- Who is your lead technician?
- Who is going to learn to use it?
- Who is going to make sure that it is maintained?

Location Filming

- Who is bringing that equipment?
- What are they bringing it in?

Editing

5 Free Smartphone Apps

1. iMovie
2. Quik
3. Adobe Clips
4. Apple Clips
5. Filmora Go

Final Q&A

Thanks for taking part

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