



# Ultimate VIDEO GUIDE

## 1

*step*

### PREPARE TO FILM

1. You will need a **device with a camera**.
2. Ask **key questions**:
  - Who is your target audience?
  - How does your video benefit your audience?
  - With this video, are you delivering your message correctly to your target audience?
3. **Plan** the video.
  - Topic
  - Length
  - Content, write a script or an outline
4. Find a **place to film** with no noise, a neutral background, and good lighting. In case it is a **vlog**, avoid wind and a lot of movement.
5. Design a **thumbnail, title** and **description** taking care of the SEO optimisation.
6. Choose a **proper outfit**

## 2

*step*

### FILM THE VIDEO

- **Speak loud and clear**
- Show your personality as if you are talking in a familiar environment.
- **Position** the **camera** correctly with an **appropriate angle**, avoid backlighting.
- Start the video with introducing yourself and the topic of the video.
- At the end make a **call to action**, such as subscribe to the channel, follow on social media and comment or give the video a like.

## 3

*step*

### EDIT AND UPLOAD

- Use titles, transitions, comments or photos to **support** the **main content**.
- Use **cuts**.
- Add **background music**.
- Start the video with a simple **intro with your brand**.
- **Add links** to your social media, website or contact details.

**Check** if you followed all the previous steps for a successful upload and **proofread** all the written content.

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