Ready for your close up?

Tips for Looking & Sounding Your Very Best on Camera
Who is already doing video?

DISCUSS!

@joshmiles
2 Years Ago
#1 will suck.
42 videos later.
And I still cringe a little bit.
You’ll get better, I promise.
Video engages.
Today’s Agenda:

- Why video?
- How to get comfortable.
- Practice.
- Gear.
- Ready?

@joshmiles
THE BEGINNING

Why Video?
Video builds trust.
Human connection.
Culture.
Personality.
Expertise.
What’s your why for video?

DISCUSS!
WHAT DO YOU LIKE?

Become a student of the game.

@joshmiles
What do you like about other videos?
What do you dislike about your videos or others?
Some of my YouTube favs.
Sunny Lenarduzzi
What kinds of videos should you make?
Vlog-style.
Tutorials.
Interviews.
Webcam or screencast.
Project features.
Manifesto.
Go live.
Explainer.
What else?

DISCUSS!

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HOW DOES THAT MAKE YOU FEEL?

How to get comfortable.

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They’re cheering for you!
What's your point?
Give good quote.
Be the SME.
“Know that you know this.”
Play!
Show your weird side.
Look the part.
Relax.
Talk to “Matt.”
Bring all of you.
What interests you?
Vision.
Mission.
Passion.
Steal like an artist.
How do you psych yourself up?

DISCUSS!
BEFORE YOU TURN THE CAMERA ON:

Practice.
And again.
Coach them.
But *not* perfect.
Be BIG!
Smile.
Nonverbal.
Script it.
Bullets > Script
Script tips

- Standard intro
- Music
- Go-to topics / Goalposts
- Format
- Standard outro
- CTAs
Practice offline.
Where do you look?
Posture.
Slowww. down.
Confidence.
Avoid uptick.
Shoot a test.
Tape is cheap.
Break it up.
(Jump cuts are ok.)
Editing is your new best friend.
Audio > Video
Ask for feedback.
Discuss how you plan to practice?
ALL THE TOYS.

Gear.
Lighting is nearly everything.
How to light.
Main light illuminates one side of the face.

Eye is illuminated w/ small triangle of light on the cheek.

Nose shadow connects with the cheek shadow to create the triangle of light on the upper cheek.
LAWS OF LIGHT: THREE POINT LIGHTING
Framing and coverage.
Tense.
Diminished
Important.
Comfortable.
Invest in an external mic.
Steady...
get a tripod!
Flip the phone.
And a flippy screen.
(Really geeky)
Frame rates.
24/30/60/120
Shutter speed.
180° rule.
Shutter speed = 2x* frame rate
Aperture.
Aperture:

- **Larger/Wider Aperture** → **Smaller/Narrower Aperture**
- **Amount Of Light Reaching The Sensor**
  - More → Less
- **Depth Of Field**
  - Shallow → Deep
- **How Blurry The Background Is**
  - Very Blurry → Not Blurry At All
What is essential for you to do by yourself?
Cameras:

- iPhone / Samsung
- Canon / Sony / Panasonic
- DSLR vs. Mirrorless
- Cinema cameras**
Audio:

- On-board mic (not great)
- Hand-held
- Lavalier
- External shotgun/boom mic
- External recorder
Editing software:

- iMovie
- Adobe Premiere Pro
- Davinci Resolve*
- Others?
Production process.
# Podcast Process

## 01 // PLAN

<table>
<thead>
<tr>
<th>Task</th>
<th>Tools/Software</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master episode list / schedule</td>
<td>G-sheet, Squarespace form</td>
</tr>
<tr>
<td>Thank you</td>
<td>Form auto-reply</td>
</tr>
<tr>
<td>Invitation / Schedule request</td>
<td>Canned email</td>
</tr>
<tr>
<td>Scheduling</td>
<td>Calendly</td>
</tr>
<tr>
<td>Q&amp;A / intro</td>
<td>G-Doc</td>
</tr>
<tr>
<td>48-hr reminder + Skype invite</td>
<td>Canned email</td>
</tr>
</tbody>
</table>

## 02 // PRODUCE

<table>
<thead>
<tr>
<th>Task</th>
<th>Tools/Software</th>
</tr>
</thead>
<tbody>
<tr>
<td>Checklist</td>
<td>Omnifocus, Dropbox, Adobe Illustrator</td>
</tr>
<tr>
<td>Upload files &amp; notify Jen Edds</td>
<td>Canned email</td>
</tr>
<tr>
<td>Headshot request</td>
<td>Adobe Illustrator</td>
</tr>
<tr>
<td>Design social graphics</td>
<td>Libsyn</td>
</tr>
<tr>
<td>Upload Files &amp; schedule</td>
<td>Squarespace</td>
</tr>
<tr>
<td>Upload content &amp; show notes</td>
<td>iTunes</td>
</tr>
</tbody>
</table>

## 03 // PROMOTE

<table>
<thead>
<tr>
<th>Task</th>
<th>Tools/Software</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upload &amp; schedule social</td>
<td>FB, TW, IG, LI, D</td>
</tr>
<tr>
<td>Thank you / coming soon</td>
<td>Canned email</td>
</tr>
<tr>
<td>Thank you / It’s live + social!</td>
<td>Canned email</td>
</tr>
<tr>
<td>Thank you / referral?</td>
<td>Canned email</td>
</tr>
<tr>
<td>Guest swag pack</td>
<td>TBD - Tee, stickers, pencil, thank you</td>
</tr>
<tr>
<td>ICYMI re-post</td>
<td>FB, TW, IG, LI, D</td>
</tr>
<tr>
<td>TBT re-post</td>
<td>FB, TW, IG, LI, D</td>
</tr>
</tbody>
</table>

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Projects

22 actions, 1 project

- **podcast - OWD**
  - 22 remaining • 4 overdue

  - **Laptop**
    - Power/USB/Headphones/Ethernet
    - Audio preferences
    - wifi off

  - **Mixer**
    - Power
    - Check levels

  - **Skype**
    - Test call
    - Invite / add guest

  - **Guest / Notes**
    - Edit questions
    - Send questions in advance + best practices, headphones...
    - Print questions + ink pen
    - Ask name, client stories, breakfast, photo request

  - **Follow-up**
    - Write & record intro
    - Send follow-up email + how to share
What gear do you have / need?

DISCUSS!
WHO’S FEELING BRAVE?

Ready?

Let’s see what you learned!

@joshmiles
What did you learn?

DISCUSS!
Today we covered:

✓ Why video?
✓ How to get comfortable.
✓ Practice.
✓ Gear.
✓ Ready?

@joshmiles
Q&A

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