

# Video Plan

Create clear well structured videos, with whatever tech you have.



[www.aj-pipe.com](http://www.aj-pipe.com)

# Set Up

Lights:- Whatever device you are using, you want your lighting to be behind the camera, facing you. If lights are too bright you may wish to defuse them with some translucent white fabric & remember that the best light you can use is natural light.

Microphone:- Integrated or external, you need to know where your mic is to clearly project too. Sound quality will be key in your audience deciding to watch the entire video or not.... no point watching if you can't hear clearly.

Position:- You don't want too much room above your head on screen.

Eyes:- Focused on the camera at all times. Have you ever had a conversation with someone and their eyes kept wondering? Same thing, you lose the connection.



# Structure

1. Hi I'm ..... & welcome to .....
2. Pause/stop recording - for intro (can be easily made in PowerPoint/iMove etc)
3. Todays subject is/ question comes from .....
4. Pause/stop recording
5. 2-3 short points or 1 long point
6. Pause/stop recording
7. 2-3 short or 1 long
8. Pause/stop recording
9. 2-3 or 1
10. Summary/recap
11. Call to Action
12. See you next time on.....
13. Contact detail image

# Top Tips

- Pause in between pressing any buttons & talking, to make for easy editing & to get back into the right frame of mind.
- Try and avoid fidgeting movements but feel free to include gestures to animate a point.
- Smile!!! & have fun with your audience. This is their chance to feel like they know you and can trust you.
- Think of someone when you are talking to camera, imagine them sitting there watching your video. The more they feel it's about them the better engagement you'll achieve.

Now go forth and make great videos!