

Taking Your Videos to the Next Level:

How to Bring More Readers To Your Site

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1. *Think before you shoot*
 - a. What story are you telling? What are you trying to teach?
 - b. Have you staged the area? What props do you need?
2. *Storyboarding*
 - a. Think through your shots
 - b. Plan your intro/teaser
 - c. Hit important points and consider client message (if any)
 - d. Be ready to shoot once and done shots (make special notes for these)
 - e. Don't forget call to action!
 - f. Practice, practice, practice
3. *Setup*
 - a. Consider the equipment you need
 - i. DSLR
 - ii. kit lens, 50mm, wide angle lens (11-16mm)
 - iii. microphone - lapel mic
 - iv. tripod
 - v. good lighting
 - vi. editing software
 - b. Double check camera settings - FPS and ISO
 - c. Do you need any B Roll shots?
 - d. Consider your background music - don't drown out your voice!
4. *Shooting*
 - a. Practice speaking - practice on camera and LISTEN to yourself
 - b. Consider the angle of the shots you need (wide vs. close)
 - c. Think of your positioning - where are you in the shot?
 - d. Hit record - work the script, check off points, and take your time
5. *Post Production*
 - a. Consider what pieces to put where while editing
 - b. Make sure to put teaser in the beginning and end with call to action
 - c. Layering - add any voiceovers and still photos needed
 - d. Adjust audio so it's at a reasonable level
6. *Monetizing*
 - a. Sponsored videos through blogger networks
 - b. Advertising through video ads
 - c. Product Placement - using or highlighting specific products

