

Production - Best Practices When Shooting

3. Production - Shooting Your Videos

Now that you've dialed in the camera settings and figured out all the technical aspect of shooting it's now time to talk about best shooting practices.

In this video we cover:

- Best Practices For Shooting
- Lighting Your Videos
- What Is And How To Use A Shot List

Camera Positioning:

- **Standard Angle:** Hold your camera at arm's length in front of you for a natural perspective. This angle is great if your just talking to the camera.
- **Steadiness:** To minimize shakiness, try your best to keep your hand stable. Consider using a tripod or another form of support if necessary.
- **Flattering Angle:** Tip for the Ladies out there! Holding your hand slightly higher and pointing the camera down slightly when doing a selfie style shot will minimize the look of a double chin. This is a much more flattering angle. It will also help you from filming straight up your nose.

Framing Your Shot:

- **Rule of Thirds:** Use the grid feature we turned on in the camera settings video to align the subject's eyes with the top line of the grid, ensuring balanced framing.
- **Clear Image:** Always clean your camera lens before shooting to prevent blurry footage due to smudges.

Lighting:

- **Natural Light:** Utilize natural light sources, preferably standing in front of a window, to achieve even and flattering lighting on your face.
- Proper lighting not only enhances video quality but may also influence platform algorithms to favor your content over other darker videos.
- **Ring Light (Optional):** If your finding it hard to get good lighting a ring light is a great option for beginners. This is not necessary at all but can help a ton.

Here is a ring light that would be a good option: <https://amzn.to/490SEaj>

Shot List:

- **Organizing Shots:** Create a shot list to keep track of required shots, detailing composition and any special notes to ensure you capture all necessary footage.
- **Tools for Planning:** Use simple tools like the Notes App on your phone or paper. A downloadable shot list template is also available for more structured planning. Download Below!

Getting In The Zone:

- **Confidence On Camera:** If you're feeling anxious about filming, remember that practice makes perfect. Also check out the "Confidence On Camera" Bonus Module to learn tips about how to feel your best on camera.

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