

ON-CAMERA VIDEO BASICS



On-Camera Video Basics

Connect with your audience & build trust with quick,
simple face-to-face videos

Workbook

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Introduction

High-quality videos are an essential part of content marketing today. What we call "on camera" (or "talking head") videos are simple videos that show a speaker talking to the camera, without fancy effects, animation, and action. The video shows a person talking to the viewer and presenting useful information or explaining how to do things.

These types of videos are a critical part of your marketing because they allow you to connect in a more personal way with your audience. When they hear your voice AND see your face, they know you're a real person. And that's what starts to build the trust that forms lasting relationships with followers and customers.

On-camera videos are also far easier to make than you might first imagine. All you have to do is set up your space, hit record, and talk. Get a good take and maybe edit a little, and you have a video that's ready for YouTube, Facebook, your blog, or anywhere else that you need to form a connection with your audience.

The only problem is that for many people, getting in front of a camera is a terrifying prospect. If you've not spent a great deal of time in front of a camera, creating even the simplest video like this may be a huge challenge. You may feel self-conscious, hate the sound of your own voice, or feel that you don't look "professional." There are also technical challenges to overcome.

Take One: Set the Stage

Key Takeaways

- Make sure you have the right tools to produce your videos. Start with what you already have and only upgrade when necessary.
- Webcams, smartphones, pocket cameras, camcorders, and DSLR cameras are some easy options for recording your videos.
- Software programs that can be used for video editing include Canva, Camtasia, Snagit, CapCut, or the webcam software that comes with your computer.
- Start with an internal microphone only if you have to. An external microphone is the best investment for quality sound.
- Lighting will have a huge effect on the quality of your video production.

Action Steps

1. Keeping in mind the goal you've already outlined for your video content, use the worksheet to make a list of all of the equipment you already have that you can use right now, and others you don't have for a wish list. The idea is to use what you have right now to get started.

Equipment You Have	
Video Equipment	
Sound Equipment	
Lighting Equipment	
Other Equipment...	
Your Equipment Wish List	
Video Equipment	
Sound Equipment	
Lighting Equipment	
Other Equipment...	

2. Think about what you want your audience to take away from your video. Using what you've learned in the module as guidelines, make notes as to how you think the set-up and lighting might influence what they think or feel.

Notes About Set-Up

Notes About Lighting

Other Notes

Take Two: Choose your Topic and Draft your Script Notes

Key Takeaways

- Take the knowledge and experience you've accumulated through your work.
- Stick to what you know. Try to find topics that would be interesting or helpful for your target audience.
- Videos should be about one minute long. Short videos perform better than longer videos on social media and other places online.
- Scripting can save you time by helping you get your videos right the first time every time, but be aware that if a video is too scripted, it can look inauthentic and can sound robotic. Aim for authenticity.
- Consider using a short introduction while structuring your videos. This should be very brief to just say who you are and mention your business.

Action Steps

1. Brainstorm 3 topic ideas for your first video. Choose the topic you think will have the most impact on your business right now and which you can comfortably speak about to a friend.

Topic Ideas
<i>Your Chosen Idea</i>

2. Outline your video and keep that outline handy for when you record. You can also use either the scripted or off-the-cuff method. For the scripted version, write down exactly what you want to say. For an off-the-cuff version, create some clear bullet points to cover so that they're in your mind. Then put those aside.

<i>Introduction</i>

<i>Video Summary</i>
<i>Video Content</i>
<i>Call to Action</i>

3. Practice what you'll say out loud, as if to a friend. Time yourself to see if it's more than one minute. If so, cut it down.

Take Three: Hit Record - Tips for Talking, Looking, and Acting

Key Takeaways

- Before you start to give your clothes some consideration. What you wear can be distracting, or it can even mess with the lights or camera.
- How you feel will translate to how you look. Get into a relaxed state of mind before shooting.
- Watch the umms and ahhs. Practice speaking smoothly and fluently.
- Practice in front of a mirror to perfect your body language.
- Give the audience a natural smile as you speak.

Action Steps

1. Practice running through your video script on camera.
2. Watch what you've recorded and evaluate both your speech and body language using the evaluation sheet. Evaluate each element on a scale of 1 – 5 (1 being poor, 5 being excellent).

Element	Score 1 - 5
Relaxed state of mind	
Smooth and fluent speech	
Slightly slower speaking pace	
Natural intonation	
Sitting up straight	
Steady head	
Balanced body	
Mirror practice beforehand	
Maintain eye contact	
Looking away when natural	
Natural blinking	
Natural smiling as you speak	
Facial expression studying beforehand	

3. Record your video one or two more times until you feel your video is "good enough" (but it doesn't have to be perfect).

Take Four: Publish your Video

Key Takeaways

- Start with the editing software you already have and upgrade later if you need to.
- Smartphone apps offer simple editing capabilities that allow you to shoot, completely produce, and upload, all with just your phone.
- Decide where you will post your videos to find the best format and resolution.
- Embed your videos on your website or blog so people can view them.
- Whenever you post a new video on your site or anywhere else on the web, let your social media followers and list subscribers know about it to drive traffic to it.

Action Steps

1. Evaluate your video for elements that might need editing and make notes.

Elements to Revise	Notes

2. Compare editing software packages and identify the pros and cons of each according to features and what you want to achieve. Optional: If you want, go ahead and download a trial version and edit your video a little.

Smartphone Editing		
Platform	Pros	Cons
FilmoraGo		
Apple iMovie		
Adobe Premiere Clip		
CapCut		
Windows Editing		
Camtasia		

Wondershare Filmora		
AVS Video Editor		
CapCut		
Mac Editing		
Camtasia		
iMovie		
Apple Final Cut Pro		
Wondershare Filmora		

CapCut		
Online Video Editing		
WeVideo		
VideoToolBox		

3. Render and save your video
4. Share your video online in at least two places and let your audience know about it.

