Creating The Best On-Camera Experience

Location selection

1. A quiet and clutter-free space to film.

2. We will rely on the visual interest from your office or home location. The ideal scene would have a plant or two in the background along with pictures, a bookshelf or artwork on the wall and a window nearby for natural light.

3. Window light will provide a nice fill, while the light we included in the kit will provide the key light and catch light for a more professional look.

4. Access to a power outlet within 10ft of camera setup.

Attire

1. Number 1 rule, wear what you are comfortable in. If you're not comfortable it will show through on camera.

2. With that said, this video is used as a sales tool to influence high profile prospects, so wear something professional as well.

3. **Do not wear solid white or solid black,** as those colors make it difficult for the camera to balance the lighting around you. But do consider the background environment when choosing attire so as to not blend in with the background. For example if your walls are light blue and your shirt is light blue, you will not stand out well from the background.

4. Solid colors like blue, purple, green, orange, maroon or gray will look good.

5. Or if you have patterns in your attire, make sure they are large patterns or stripes that are spaced out and not too tight together. Tight patterns and stripes that are too close together will create an undesireable dizzying effect on screen.

Sound

1. As mentioned before, a quiet space is necessary free of dogs barking, leaf blowers blowing or other audio distractions.

2. If possible, avoid an echoey environment. This can sometimes be the case in smaller rooms with hardwood floors and very little decor to absorb sound.

3. We will provide a lavalier mic to capture the best sound. It also helps reduce the echo in unavoidable environments, so be prepared to wear the mic.