

Video Production Tools

We understand that you're a bootstrapping entrepreneur and may not have the funds available to purchase a professional video. Below are some tools you can use to produce your own video.

FOR YOUR SMARTPHONE:

(Click each product for our recommendations)

- [SMARTPHONE TRIPOD](#)
- [SMARTPHONE MIC](#)
- [RING LIGHT](#)
- [MOUNT FOR RING LIGHT](#)

FOR YOUR DSLR OR OTHER PROFESSIONAL EQUIPMENT:

(Click each product for our recommendations)

- [TRIPOD](#)
- [LAVALIER MIC](#)
- [LIGHTING KIT](#)

Shooting your campaign video

Your pitch video is extremely important because it represents you and your brand. You are raising money to fund your business, so your video must look professional and polished. Here are 10 tried and tested tips on how to make a winning pitch video.

1 Be brief. Your pitch video should be under 3 minutes. People just don't have time to watch anything longer. If it takes you longer than 3 minutes to succinctly explain your idea, you need to stop, drop, and work on that elevator pitch before even thinking about making a video.

3 Do your research. Most likely, someone on planet earth, at some point, has done a crowdfunding campaign for a similar product. Search Google for crowdfunding videos in your category, and take notes on what seemed to work.

4 Writing your video script serves multiple purposes. First, it organizes your thoughts into a cohesive elevator pitch. This is important for your video, and when you explain the project in real life to potential supporters. Second, it forces you to keep your pitch video on point, in terms of both length and messaging. Finally, a script will show you what supplemental imagery you will want in your video to further help explain your idea.

2 Assume people know nothing. You may think everyone on social media knows about your passion project, but don't assume people already know what your campaign is all about.

Make sure your video answers these questions: Who are you? What is your idea? Why should we care? How much money are you raising? What exactly will you spend the money on? When do you expect your product to be finished?

Shooting your campaign video, cont.

- 5 **Rock the first 15 seconds.** You need an opening that grabs the attention of your potential funders. Getting right to the point with a straightforward appeal is the best way to do this.
- 6 **Show your beautiful face.** Your funders want to see your face, and hear your story from you. Why? Face time establishes trust, so don't just show us your project, show your audience the woman behind the idea.
- 7 **Prove it with pictures.** Your funders want to know that you are an expert in your passion area, so prove it by showing photos, video clips, or testimonials of your work. Have you been quoted in the press about your topic? Great! Take a screenshot, and use the press clip in your video. Anything to establish your street cred in your field will help funders have confidence that you can pull off your project.
- 8 **Make sure you are heard clearly.** Make sure you are heard clearly. Sound quality is important, but don't let this scare you off – it's super easy and cheap to record a video with good sound quality. Spend \$15 bucks and purchase a simple lavalier mic. that plugs right into your smartphone or DSLR camera. Find a quiet space to record your video. Use subtitles or captions in your video, so that people watching on Facebook with the sound off can understand what you are saying.
- 9 **Lay down a track.** Adding music that matches the vibe of your brand is an easy way to spice up your video. If you are using iMovie, there are free music tracks that you can lay under your project. It really makes a difference.
- 10 **Post it everywhere.** First, you should upload your video to Vimeo or YouTube, make sure your privacy setting is on "anyone", and paste the link into your iFundWomen page. Once your campaign is live on iFundWomen, you should post your pitch video to Facebook, in the Facebook player, and shorter clips on Instagram, Snapchat, and wherever your audience lives!

Your Shot List

Once you have your pitch honed and your accessories and camera ready to go, you will be ready to shoot your video footage! Below is a rundown of everything you want to capture while the camera is rolling.

1 YOUR PITCH

This is a direct-to-camera shot. Your phone/camera should be set up on a tripod (in a stationary position) and you should be sitting or standing in one position. Make sure you have honed and practiced your pitch, but don't try to memorize your pitch!

- YOUR 15-SEC ELEVATOR PITCH
- INTRODUCE YOURSELF
- WHAT IS THE PROBLEM YOU ARE SOLVING?
- HOW DOES YOUR PRODUCT/SERVICE SOLVE THIS PROBLEM?
- WHO ARE YOUR TARGET CUSTOMERS/AUDIENCE?
- WHY ARE YOU UNIQUELY QUALIFIED TO RUN THIS BUSINESS?
- HOW MUCH MONEY ARE YOU RAISING & WHAT WILL YOU USE THE FUNDS FOR?
- ASK VIEWERS FOR SUPPORT & SAY THANK YOU

2 B-ROLL

B-Roll is the supplemental footage that showcases your product or service, as well as you as the founder of your business.

- FOUNDER B-ROLL Footage of you working, walking, talking, and/or interacting with your product/service
- PRODUCT SHOTS Footage of your physical product, your brick & mortar space, or your digital platform
- TESTIMONIALS This is a great opportunity to feature glowing user reviews for your product/service!

Make sure to do test-takes for each shot. Look back at the clips and make sure everything looks and sounds good!

What to wear: How to rock it on camera!

- 1** **Wear an outfit you feel fabulous in.** Whatever makes you feel good, will help you look good!

- 2** **Avoid wearing all black or all white.** Depending on the lighting you have setup, white can cause overexposure (glowing on camera) and black can cause shadows on camera causing you to lose your shape.

- 3** **Rock some color!** Jewel tones or warm colors like teal, cobalt, purple, and coral really pop on screen.

- 4** **Avoid the polka dots.** Thin stripes, dots, and patterns don't translate well on film and can distract the viewer.

- 5** **Less is more when it comes to jewelry.** Large or chunky necklaces, earrings or bracelets can jingle and make noise when you're on camera muddling your sound quality.

- 6** **Be hair and makeup ready!** Whether you hire professionals or DIY your own HMU, make sure you are happy with the way you look that day and on camera.

- 7** **Don't wing it.** Prepare your script beforehand and have a clear sense of what you want to say on camera. There is always room for doing a little improv during your shoot, but start from a place of confidence with the messaging and pitch you have worked so hard to hone!

IFW entrepreneurs that (remotely) rocked it!

No matter what amount of experience you have behind or in front of the camera, you can become a pro-DIY video producer! Remember: you are not in this alone, and there are many entrepreneurs who have utilized IFW's remote video production services and nailed it. Check out some of our favorite DIY videos below (filmed remotely, edited by IFW)!

Citizen G

Purpose Driven Dance

The Sleep Shirt

[Learn more about IFW's remote video production services here.](#)