

Shoot Prep Guide

CHECK THIS BEFORE YOU HIT RECORD



Equipment

- Phone (of course!). Make sure you have space to record and you're fully charged.
- A tripod for your phone is really helpful. Don't worry if you don't have one, you can just hold it yourself or prop it on a bookshelf or windowsill.
- A microphone is great for getting good audio. You can get away with it if you're in a quiet room and reasonably close to the camera – but I like using a lapel mic that plugs into my phone. Good sound feels warmer and more intimate.

Filming space

- Light – find a good spot right up close to a window, so you have lots of natural light shining on your face. Turn off any overhead lights!
- Background – have a think about what's behind you. A plain wall can be quite boring, so find a good spot with a bookshelf behind you, or some art and a plant. If you have the space it's good to have a bit of separation between you and the background.
- Sound – Close your eyes and have a listen. Is the washing machine thumping away in the background? Can you hear any music or traffic noise? Try and get rid of as much background noise as you can, especially if you don't have a microphone.

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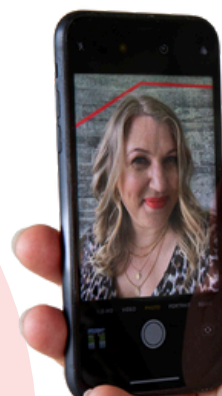
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Clothes

- If you're shooting lots of videos in a row some people like to mix up their outfits, but honestly I can never be bothered!! It's totally up to what works for you.
- Think about your brand colours, you don't have to be matchy-matchy but consider how it will all come together in your grid.
- Wear what you KNOW you feel comfortable in – if you're wearing something you have to keep tugging at, or you feel you have to hold your tummy in for...you won't only find you can't breathe, you'll be super distracted!!



Confidence

- If you're new to being in front of the camera I'm a big fan of just getting started and giving it a go! The more you do it the easier it gets – boring advice but so true!
- Remember to 'zoom out' when you're looking back at photos or videos of yourself. Don't fixate on what you don't like, rather concentrate on the message you're sharing with people and how it will help them.
- If this is something you really struggle with, check out my 'Get in the frame' guide [by clicking here](#). There are lots of helpful tips!