

Top 10 Tips for Your First Video

Videos that
Shine

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- 1. Press record** – It’s unbelievably important for you to start getting your “practice” on. The only way to get better on-camera is by getting in front of the camera and just doing it.
- 2. Decide how much tech you want to learn** – Do you want to simply press record and post, do you want to incorporate music, lights, mics, and editing to pro it up? Get clear about how far you want to go. For equipment tips, check out [the gear I use](#).
- 3. Baby steps** – A step-by-step mentality goes a long way when making videos. Helps combat overwhelm.
- 4. Start at the beginning** – So often, entrepreneurs want to start at the end when it comes to videos. If you’re a mountain climber, you need to start from the base of the mountain and make your way up. The same holds true for videos. Start simply and start at the beginning of your video journey.
- 5. Do the “3 to 1 exercise”** – When you press “record”, I want you to watch the video back and write down 3 things that you liked about what you did and 1 thing that you’d like to improve upon.
- 6. Know when to outsource** – Just about everything about your shoot can be outsourced. Some things cost more than others (such as editing). Learn what you want to learn and then outsource the rest.
- 7. Talk to someone** – Yep, instead of talking to the camera like it’s a camera, try using it as a tool to talk to a specific person that you know and like.

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8. **The background** – Keep it simple and make sure it speaks to your brand. Uncluttered is key.
9. **Short n Sweet** – Yep, you don't need to make long videos. Try to aim for 5 minutes, max. Though, to start off, I challenge you to keep them under 3 minutes.
10. **Outside eye** – Not sure if your video is postable? Get constructive and supportive feedback from people you trust.
11. **Bonus:** Check out these [camera sins](#) to make sure you position the camera in the sweet spot.

You. Can. Do. It.

Press "record".

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About Sarah:

You have big dreams and you're building a beautiful biz.

But maybe you just don't have the video confidence, the tools or the permission to express your best on-camera you.

I understand that you're coming from a vulnerable place in making online videos for your business, because you're putting yourself out there.

But creating authentic online videos for your biz is a great opportunity to show potential clients how *freakin' amazing* it will be to work with you.

Making vids and being on-camera may not be your area of expertise, but they are mine. And that's why I feel like I should share my secrets and tricks with you. I've been a writer/director/actor in film and theatre for 15+ years and I am soooo excited to help you shine in your biz.

Want to get started? Click [HERE](#) to discover how I can help you create your very own videos that shine!

Dream up,

Sarah

Sarah Michelle Brown
Your Virtual Video Director

