

GEAR

Tripods: Mic:

Manfrotto Pixi. \$20 - Rode Smart Lav Mic \$60

Akron Smartphone Tripod \$20 Audio Technica Lav Mic for Smartphones \$30-\$40

Point-Click Cameras:

Canon Elp 340 under \$150 ■*Canon GX7 \$600-\$700 Sony RX 100 \$900 - \$1000

Mirrorless DSLR

Sony a5000 / a5100 <\$500 Canon T5i / T6i \$500+

Sony a6000 + \$600+ Canon 70d \$1000+

Tip: use external audio recording with a Point-click or Mirrorless/DSLR w/o a mic input jack.

Snap or clap at the beginning and then sync in post production.

Lights:

NEEWER 160 LED CN-160 Dimmable Ultra High Power Panel Digital Camera \$32.07

NEEWER 36 LED Clip-on Rechargeable Selfie Cell Phone Ring Light \$8 99 >» nothing beats

nature sunlight. Stand near a window or outside

SPEAKING TO THE CAMERA & TIPS

- There's a learning curve
- Speak to a person, and not AT the lens of the camera
- ALWAYS look at the lens Check yourself in the flip screen or mirror, but don't constantly look at. You're not supposed to talk to yourself
- Be Yourself w/ quirks and all Don't channel a news anchor
- Speak slowly, especially if you feel nervous
- Gestures Keep them high so the lens can see it.
- Camera angle: out and up And practice what works best for you.
- Keep your background clean, but it doesn't have to be a studio.

Content:

- Use themes, and make sure your content ideas fit into those.
 - o Otherwise, you'll have random ideas that don't seem cohesive or you'll produce content that isn't aligned to what you do.
- Understand what kind of content is most valuable to your audience.
 - o What questions do they have
 - o How can you add value to them
- Editorial Calendars
 - o Paper/Google Calendar
 - o Plan out your content, recording time, and editing time
- Batch recording and editing into two separate days
 - o YouTube needs 48 hours to judge your video traction, they recommend 1 video/week

You in front of camera or ScreenShare or ScreenSlides

Longer 2 5 min or 1 min Hack»

- Create a backlog of content first and then upload at the same time
- Curate content of others as a separate playlists to make your channel look beefier

Cross Promotion:

- Upload video» natively to other social media like Facebook
- Crop a »ampin of the video for Instagram, and change your bio link
- Share your video» » your blog and social media account» to boost traffic

Marketing:

- TubeBuddy and VidIQ - Both only work with Chrome
- Thumbnail; your face and title
- Video Description and keywords

Recording / Editing:

Jumpcuts are your friend Multiple tutorials on YouTube

o Cut any unwanted segments

Basic Structure

- o Intro (your content Intro, not a music/graphic one)

Point 1

Point 2

Point 3

Conclusion / wrap-up

CTA- call-to-action (always)

Record each section until you're happy with It, and then go onto the next one

- o Record intro, then each point, and so on

This will make it easier to cut and faster to record

O Many well known YouTubers record this way

Have an outline or script

- o Whichever works best for you

- Tip teleprompter» help you if you want to script your videos

Editing

Adobe Spark - free or paid / iphone app - >

iMovie

Windows Movie Maker

YouTube Creative Studio (inside your account)

Final Cut Pro

Adobe Premiere