

BEGINNER VIDEO GUIDE

A quick & painless introduction to video creation

not that RYAN
REYNOLDS

Let's start by planning your video

What is my video about?

Every video is a story with a beginning, middle and end. Let's put on our baker's cap and use the example of making a how-to video for creating the ultimate blueberry muffins.

Plan out your story

Describe how the story happens. List the order of events from beginning to end. Talk about picking out all of your ingredients—you might even start with a trip to the store. Go through the steps it takes to mix the batter, talk about your favorite muffin tin and the secret to distributing batter without making a mess. Wrap things up with a shot of you and your family taking the first bite of fresh, out of the oven muffins.

BEGINNING

Trip to the store for ingredients
Talk about your favorite tools
Measure everything out

MIDDLE

Mixing everything together
Distributing batter into tins
Putting the muffins in the oven

END

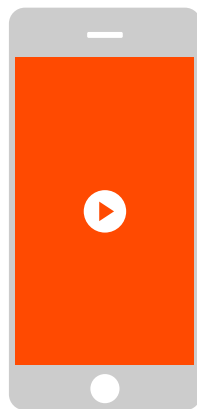
Timer rings, muffins are ready
Grab a mit and pull them out of the oven
Put them on a plate
First bite

Planning out your story is important for all types of videos—from how-to's to short films and even documentaries.

Where are you sharing your video?

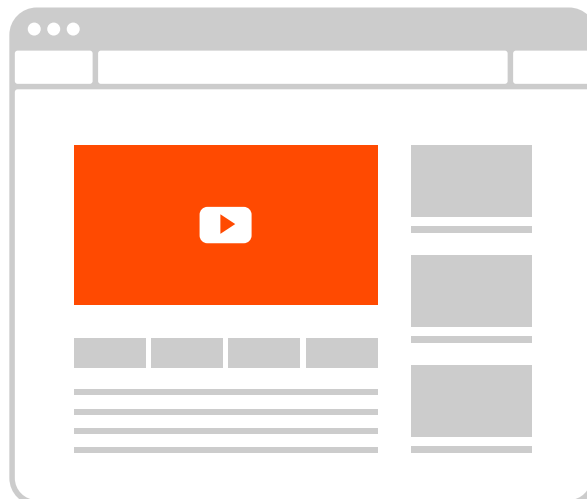
Depending on where you're going to post it, you'll want to either film it with your camera in a vertical position or a horizontal position. You can use your footage in other places as well, but pick the platform that is most important and shoot with that in mind.

Here are some ideas for shots to get while your filming that will help tell your story. Aim to get at least one of each:



VERTICAL

*Phone Screens,
Instagram Stories, TikTok*



HORIZONTAL

Computer/TV Screens, YouTube, LinkedIn, Facebook

- ✓ Wide shot — establishes the scene, where we are. Back up and include as much of your location as you can.
- ✓ Close up action shot — establishes what's going on in our scene. Are we mixing muffin batter?
- ✓ Close up face shot — establishes the main character. This could be you, or whoever the story is about.
- ✓ Over the shoulder shot — merges the idea of who the character is and what they're doing.
- ✓ Alternate shot — try something different, could be an interesting angle, a zoomed in view. Get creative!

Basic How-To Video Outline

- Start with a quick sentence stating what the video is about
- Let them know who you are and what you do, plus any experience you have in your area of expertise
- Let them know if you're creating regular content and how often to come check it out
- Give a little background about what you're going to show the viewer during the video
- Show the viewer the thing that your video is about (this where you show them how to bake the muffins)
- Recap everything just in case your viewer gets overwhelmed
- Ask them a question to encourage them to engage with your video - Yes or No questions are great
- Optional Call to Action - Ask them to like your video, tell them to check out another video you've made, send them to another site where they can get more information

Talking Head Tips

"Talking head" is the term for when you or the person you're filming simply sits in front of the camera and talks. Interviews, vlogs, how-to videos and documentaries are just a few places you'll see talking head.

When deciding how far away to place the camera or how to adjust your lens, make sure to leave a little bit of head room and enough room to gesture with your hands comfortably.



VIEW CLEARANCE

It's a good idea to have enough clearance so that the top of your head isn't cut off and any hand gestures are captured

Lighting Quick Tips

A video is nothing without lighting. If you're in the dark you might as well be creating a podcast!

Avoid backlighting - keep your light source in front of your face. Windows are the best FREE light source you can get

Morning and evening are the best times for filming outside. The lighting is softer and the color is great!

If you have to film outside in the middle of the day, find some shade!

Gear List

You MUST have a camera of some kind whether that's a phone, an action camera, or a traditional camera with lenses.

MY CAMERA PICKS

Camera phones work great because you always have them on you and the smart technology does a lot of the work for you.

- iPhone 11 Pro (either size) - Three lenses in 1 camera! Stabilizes your shots so that they're smooth AMAZING video quality, Slow Motion
- iPhone 11 - Two lenses, Great Stabilization, AMAZING video quality Slow Motion
- iPhone SE - 1 lens, AMAZING Quality Video, Slow motion, Incredibly inexpensive. BEST VALUE!
- Google Pixel
- Samsung Galaxy

ACTION CAMERAS

Action cameras like GoPros are a great option because they are relatively inexpensive, easy to use, portable, versatile and sturdy. That kind of sounds like the perfect camera doesn't it?!

- DJI Osmo Action (my current favorite)
- Gopro Hero 7
- Gopro Hero 8
- Insta 360 One R

TRADITIONAL CAMERAS (FOR BEGINNERS)

Consider one of the below traditional cameras if you want to take your video to the next level.

- Sony ZV-1
- Canon EOS M50
- Canon Rebel

RECOMMENDED ACCESSORIES (BUT NOT NECESSARY)

- Boya lapelle mic *and/or* Movo Shotgun mic
- Basic Tripod
- Tabletop Tripod
- VILTROX L116T Video Light
- Light Stand
- Light Umbrella

IF YOU WANT TO GET FANCY (EMAIL ME IF YOU WANT HELP)

- Rode Wireless Go
- Godox SL 60 video light
- Pro Light Stand
- Full-Size Tripod
- Moment Lens for Phones

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You're ready to make some videos! Exciting right? This is just scratching the surface. There is so much to learn – but in a good way! If you're ready to take things a little further, drop me a line or head over to my Instagram account, where I upload new tips on the regular. Either way, I can't wait to help you reach your goals!

Got Questions?

Email me or reach me through Instagram and leave a comment.



[Email](#)



[Instagram](#)