

HOW TO CREATE YOUR OWN VIDEO PRODUCTION STUDIO ON A BUDGET OF £20

Making videos is a great way of creating content quickly – for a blog, marketing campaign (eg explaining your product or service) or content you can put on YouTube to get traffic to your website. The video can be as simple as you speaking to camera.

Alternatively you could video testimonials from happy clients. Or you could interview an interesting expert in your field.

Thankfully shooting your own videos is surprisingly cheap and easy today. Firstly if you have a smartphone like the iPhone you already have a great video camera that you can shoot short videos on (note you ideally need an iPhone 4S or later because the earlier cameras were quite poor). This will generally give you better quality than the webcam built into your laptop (although don't rule that out if you want to shoot something quickly).

Although you can hold the camera you might well want to invest in a tripod. I was shocked recently to find just how cheap they are. I bought a Konig Lightweight Aluminum Camera Tripod for £7.85 on Amazon.co.uk. This is light enough to carry around but bear in mind it is not tall enough to place on the ground and video people standing up. However this is not too big a problem as you'll often be videoing seated subjects or you'll be able to place the tripod on a table or chair.

Your phone will not attach to a standard tripod directly so you need some kind of phone mount. I bought the ChargerCity Smartphone Tripod Adapter for £9.95 – again on Amazon.

This will hold most smartphones. You can even get versions that hold an iPad.

Remember when mounting your phone to use it in landscape mode. If you shoot with the phone held vertically it will come out on YouTube with black bars on either side and people will think it was shot by a drunk teenager (not the look we're going for!)

For our purposes we usually don't need a professional backdrop. Mostly what matters is the content we're sharing but we do need to look professional in order to be taken seriously.

So think about what you're wearing and

how the background looks. If you're going to video yourself at home or at the office, do look at the view on the camera and check that it looks tidy!

Play with the lighting set up (curtains, ceiling lights, lamps etc) until you are nicely lit. Cameras don't cope well with low light.

Do not shoot with you sitting in front of a window or a lamp because the camera will adjust for the bright background and leave you in silhouette. Instead, arrange yourself so the light is falling on you from the window but the window is not in shot.

When you're ready to shoot, think about what you want to say. You might want to write some bullet points on a sticky note and put it next to the camera where you can see it without looking down.

Keep the video short unless it's for a paid course. Two minutes is the length most likely to be watched but if you have a really interesting topic or interview subject longer is OK.

Do a few takes if you need to. Don't expect your first videos to be great (unless you're a Wealth Dynamics Star profile). Just get the practice in. Try to avoid becoming too serious and monotonous just because the camera is running. Try my little trick – laugh at something (such as how serious you've been getting!) then immediately start speaking for your next take. You should find you are more natural.

When you've got a good take in the can, you can do basic topping and tailing (ie cutting off the beginning where you laughed and the end where you reached for the camera – or swore) in the iPhone itself. You can then upload directly to YouTube if you have an account setup. Alternatively you can sync your camera with your computer and edit the video in something like iMovie then upload it from there.

YouTube is best for getting viewers as so many people are on there searching for videos every day (make sure you give it a good title and relevant keywords). If you want to restrict the content to people on a paid course then you can still use YouTube but make it unlisted (so that people can't find it unless you give them the link). Or upload it to vimeo and password protect it. Vimeo also allows for longer video lengths.

Why not give it a try this week and post what you created in the facebook group for us to watch?

