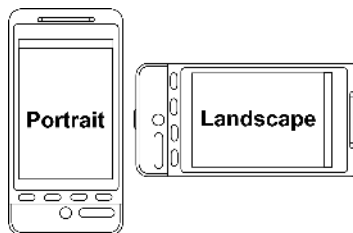


## Video Recording Guidance:

- 1.) Watch [this video](#) until about 5:10 for guidance on how to set up your scene and lighting
- 2.) Videos can be recorded from your phone in portrait or landscape view . Portrait is usually preferred for social media.



- 3.) Mitigate background noise to capture clean audio
- 4.) Allow for natural pauses and genuine flow
- 5.) It may be best to practice/record several times for it to feel authentic and genuine
- 6.) Please keep the video to \_\_\_\_\_ and record all in one take. We would love to have about 3 takes of the same video to choose from
- 7.) **\*\*Use [teleprompter.com](https://www.teleprompter.com) so you can read the script and speak directly to the camera. This makes an enormous difference in recording quality\*\***
- 8.) It would be great if you could have someone record you, but a tripod or placing the phone against a tall enough surface will also work.
- 9.) For lighting, try aiming for front-facing lighting (a ring light works well), or natural lighting from a window. Try and avoid lighting from behind you and overhead fluorescent lighting.
- 10.) If you are recording in the office or somewhere business-related, a plain wall or an area with our logos is preferred. If you are recording at your desk, please try and avoid personal photos and/or documents, mugs, etc. that may be distracting on your desk. If you are recording outside, please be mindful of the background – try and avoid busy areas with a lot of noise and background activity.

## Script Specific Guidelines:

- Instructions for this .....



**Script:**