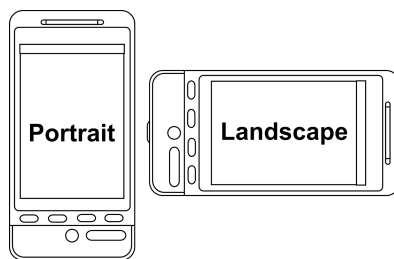


VIDEO RECORDING GUIDANCE:

1. Before You Record

- Watch [this](#) demo video (stop at 5:10) to understand ideal scene setup and lighting.
- Phone recording is perfectly fine. Use portrait for social media and landscape for YouTube. *(For LinkedIn newsletter, we will publish as a regular YouTube video 90% of the time rather than a YouTube short, so landscape would be great.)*



- If using a script, use a teleprompter app (e.g., [Teleprompter Pro](#)) to read your script while maintaining eye contact.
This dramatically improves delivery and professionalism.

2. Setting Up Your Shot

- Angle: Position the camera at eye level. Use a tripod, books, or stable props as needed.
- Lighting:
 - ☐ Face a window or a soft light source.
 - ☐ Avoid backlighting and strong overhead fluorescent lights.
 - ☐ Aim for even, natural light on your face.
- Background:
 - ☐ Choose a clean, simple background—plain wall, branded area, or uncluttered workspace
 - ☐ Remove personal photos, paperwork, and anything too distracting.
 - ☐ If recording outdoors, pick a quiet, stable location without busy activity behind you.

3. Audio Quality

- Minimize background noise: turn off fans/AC when possible, silence notifications, and close doors/windows.
- Consider using headphones or an external mic if available (optional but helpful).

4. Delivery Tips

- Keep the video 1:30–3:00 minutes max.
 - Record in one take or break into 30-second segments for easier editing.
- Allow for natural pauses, relaxed pacing, and genuine expression.
- Smile, breathe, and imagine you're talking to one person/family member/friend - not an audience.

5. Final Checks

Before sending your video, quickly confirm:

- The frame includes head + shoulders (not too close, not too far).
- Lighting is flattering and stable.
- Audio is clean and consistent.
- No distracting objects or movement in the background.