



ONLINE MARKETING

VIDEO

FILMING GUIDE

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Humans are visual creatures and video marketing is the ultimate way to engage your audience and customers. **If you are thinking about creating or are already creating videos for your business, then this e-book is perfect to get you started.** In the following pages you will learn:

1. Why paying a videographer is a waste of money.
2. How to set-up an amazing recording set at home or at your office.
3. How to correctly set up and use your recording equipment.
 - Camera or Phone
 - Lighting
 - Audio
4. Why editing your videos is a waste of your time and money.

Nowadays and thanks to digital video technology, you can easily film videos by yourself. Whether you are a content creator or a business owner, creating high quality videos can make the difference when it comes to reaching more people and getting more customers.

If you are serious about video content and are looking for a partner to support your video marketing journey, then you are in the right place. **EditLab is the ultimate video editing service for business owners and content creators.** We teach you how to film amazing videos, work with you hand-in-hand to consistently improve your content, and take care of the time-consuming task of editing the videos so you don't have to do it yourself.

Before you go any further, I'd like to offer you a free video marketing consultation call. On this call you will be able to ask us anything related to video marketing. Scripting, filming, editing; for any questions you may have, we have answers.



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WHY HIRING A VIDEOGRAPHER IS A WASTE OF MONEY

Have you ever worked with a videographer before? You might be left with the impression that they are highly skilled professionals, who studied years to become pro's at the art of filmmaking... Sounds fancy right? **The reality is that all videographers do is throw a camera on a tripod, press the record button, and stare at you while you ramble on into the lens.** Trust me, I've made a lot of money doing exactly that.

Look, I don't mean to discredit my fellow filmmakers. There are a lot of very skilled videographers that are artists when it comes to creating video content. But, unless you're filming something complex, like a short film or a documentary, **you most likely don't need to pay someone to help you film your online marketing videos.**

I've had clients pay me upwards of \$1000 per day to film their marketing videos. The truth is most of the time I ended up feeling bad because all I did was stand behind the camera, turn a few knobs, and press record.

Here are 2 scenarios you might be faced with when thinking about creating video content:

1. Pay a videographer \$400 to a \$1000 to record and edit one single video.
2. Invest \$400 - 1000 in camera equipment that you can use to film unlimited videos. And that's only if you're being fancy... You can achieve similar results with your smartphone and a \$25 tripod.



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As you can see, paying a videographer is just not cost effective if you plan on making more than one video. On top of that you are also wasting your time since you have to rely on the videographer's availability to schedule filming sessions. **All of this is just going to make you hate the filming process and stop you from creating the actual video content, which is the thing that really matters.**

With that said, in the following pages I will teach you the simple process of setting up an awesome in-home film studio so that you can begin filming cost effectively without having to rely on an expensive videographer.

With this guide, literally all you will have to do is press record whenever you want to film a new video.

HOW TO SETUP A RECORDING SET AT HOME OR THE OFFICE

Setting up a great looking home studio is incredibly simple. Literally all you need is a window and a wall. This might be a little boring though. In order to make your home studio look incredible there are 3 things we want to consider:

1. Background
2. Foreground
3. Lighting

Aside from these 3 main factors, one more important thing to consider when choosing which room you're going to setup yours studio in is noise. **You could have the best looking studio on the internet, but having bad audio is a sure fire way of ruining your videos.** So be sure to stay as far away as possible from AC units, rooms next to busy streets or people, or anywhere there will be excessive background noise.

BACKGROUND

The background of your videos is more important than you might think. Apart from being the other thing that people see in the videos besides you, it is also the space where text, animations, and calls-to-action will be overlaid. So it is important to find a

balance between making the background in your videos visually attractive and not over-cluttering it. Over-cluttering can make it difficult for your audience to identify exactly which are the important visual elements in the background they should be paying attention to.

Here are 3 rules of thumb when it comes to setting up the background for your videos.

- A. Keep one side of the studio free of clutter: furniture, posters, paintings, etc.
- B. Fill the other side of your background with eye-catching things like, lights, vases, paintings, plants, etc.
- C. Keep it simple, don't over-clutter your background and don't use any crazy colors or repeating patterns.



Room For Graphics And Captions
Contrasting Subject
Visually Interesting
Consistent Colors



Nice Looking But Bad For Captions
No Room For Graphics
Cluttered Background
No Focus On Subject

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FOREGROUND

The foreground is where you appear on the recording and how you're being framed as the subject. **When arranging your set, make sure there is enough room above your head so it doesn't get cropped out of the frame.** If you use your hands a lot when you speak, try to frame the bottom of the shot around your waist. **Remember, it's always better to leave more room in the shot than to crop in too far.** Leaving more room allows room for the editor of the footage to decide how much to crop in later.

LIGHTING

Lighting is the last important aspect when you're setting up your film set. Having good lighting can make the difference between a great video and a mediocre video. Setting up your lighting is actually quite simple.

Make sure you don't have any lights directly above you since they might cast awkward shadows on your face. In the next section I will cover artificial lighting equipment.

The key is to have even lighting and never shoot directly against the light. Having a window in your shot could look nice, but you will be limited to whenever there is good lighting outside.



Also your camera might not be able to handle the light coming in through the window and you will often get overexposure to light.

An example of this is on the screenshot to the right. **This might look cool and artsy but is not pleasing for your audience to watch for extended periods of time.**

This means that if you have a window in your studio space, try to have that window behind the camera and in front of the subject(you).



If you want to learn more about how to setup an awesome home studio, schedule your free consultation call. On the call we can guide you through setting up your own filming space and give you direct feedback and clarify any specific questions regarding your background, your framing, and the lighting in your recording room.

HOW TO SETUP AND USE YOUR RECORDING EQUIPMENT

If you are looking to create marketing videos, you might have found yourself on an endless rabbit hole of “Best Camera For Beginner” or “Best YouTube Camera” articles. **To be honest, equipment is important. However, nowadays phone cameras have gotten so ridiculously good that buying a dedicated camera is almost pointless.**

There are some advantages to investing in a dedicated camera though, especially if you know how to use it. So in this section we will show you 2 different setups. One budget-friendly basic recording setup and a high-end professional expensive setup which will make your videos look substantially better.

Do not be dismayed because your equipment budget is not the factor that defines your success. The purpose of a high-end professional setup only serves to increase your production quality if you know how to use it. The equipment I’m about to recommend is what I would personally buy if I had these 2 budgets. There are many

other great options out there so feel free to do your own research and find out what gear suits you best.

BUDGET SETUP

If you're happy with a budget-friendly setup then you might already have most of the equipment necessary to start filming. Here is what you're going to need (if you decide to buy any of these products, we would appreciate you using our affiliate link by clicking on the text below. We will get a kick back from your purchase at no extra cost to you):

Smartphone

FILMIC App

Manfrotto Phone Tripod

Rode SmartLav Lapel Microphone

Most people already have a smartphone with a great camera. As long as your phone can record in 1080p or 4K it is already more than good enough to start creating videos with.

Most smartphones don't allow you to change your video recording settings. **You can use the default camera app but we recommend downloading the FILMIC app available for Android and iPhone.** This app allows you to manually control your camera settings for optimal results.

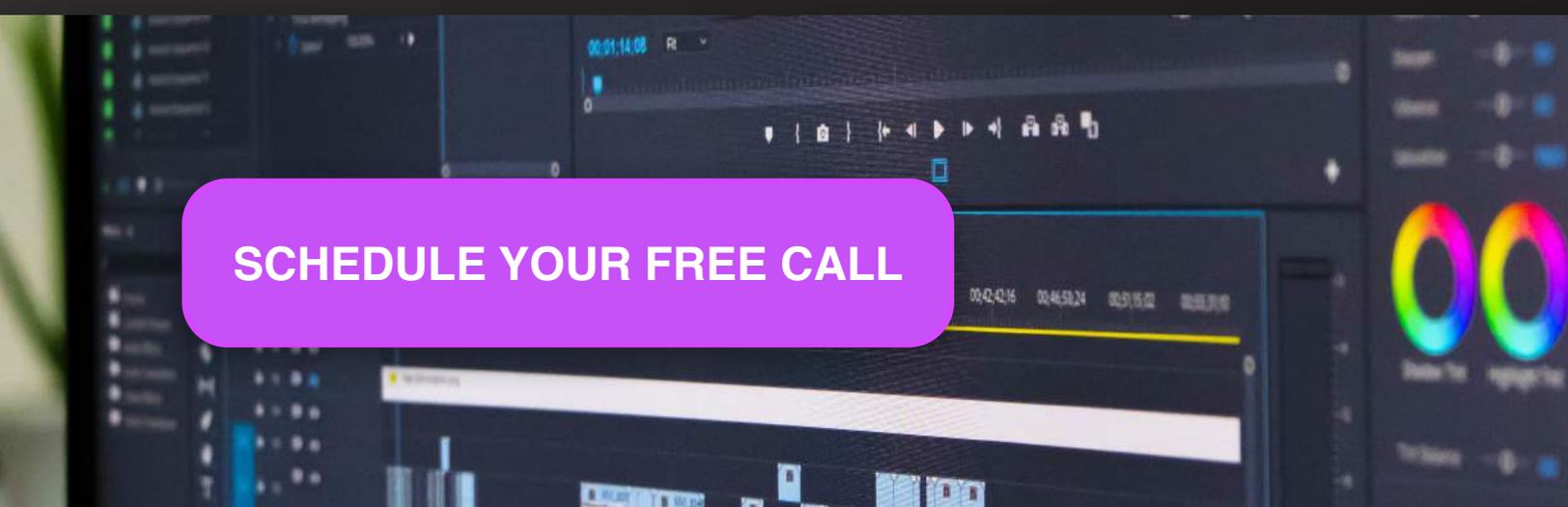
The problem with using the default camera app is that focus, and exposure (lighting) may change while you're filming. Your phone will constantly try to adjust the settings to what it thinks are the best for every specific moment and this may make things look different throughout the video. If you do decide to use the FILMIC app, refer to the Advanced Camera Settings section. Don't feel intimidated by recording with manual settings. It's very simple and once you've done it a couple of times it will become second nature.

Having a good tripod is a game changer. I've often worked with clients that try to balance their phone on a table or lean it against a wall when filming. This just makes it harder for you to set up every time you want to record.

Instead of folding the tripod and putting it away when you're done recording, do this:

1. Setup the tripod with your phone on it and adjust it to the best height and distance from where you will be sitting or standing for the video.
2. Put tape on the floor to mark exactly where the 3 legs of the tripod are placed.
3. Don't fold up the tripod. When you're done recording just put it away in a closet fully erect.
4. Next time you are going to film, simply open up the tripod and put the legs on the tape marks. Put your phone in the phone holder and you'll be up and running within 3 minutes.

Finally the lapel microphone. You could skip out on this and just use the built in microphone on your smartphone. **However, having a lapel mic will make your audio sound 10 times better which can make your viewers' experience so much more enjoyable.** In fact, it's often argued that sound quality can make or break a video. It's a small investment that will substantially increase your production value.



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PRO SETUP

If you want to commit to creating content, **purchasing higher end camera equipment can be a great motivator in becoming consistent with your videos.** Dedicated camera equipment can substantially help you increase your production quality as long as you know how to use it. Here is our best recommendation for what gear to get for your pro setup:

Panasonic G85

RODE Wireless Go

Manfrotto Element Tripod

The main advantages with this setup are being able to set up your film set quicker, freedom of movement, and having a shallower depth of field (making the background in your video blurry and thus making you stand out as a subject).

Unless you are vlogging on-the-go or filming extra footage for your video you will most likely not carry your camera around like you do your phone. This means that you can follow the same steps to in the Budget Setup to set up your tripod and leave your camera on the tripod. **This way each time you film all you'll have to do is pull out your tripod, set it up on the markers on the floor and in within a few minutes you will be ready to record.**

Freedom of movement is pretty self explanatory. **Having a wireless microphone will allow you to move around more freely when recording the videos and your movement will not be restricted by the length of your microphone cable.** It will also allow you more creative freedom since you will be able to stand further away from your camera than with wired mic.

The shallower depth of field is one of those underrated features that a dedicated camera can offer. **Having a blurry background makes the subject stand out and makes captions and text on screen looks substantially better.** See the image below for a comparison. In the next section you will learn exactly how to setup your camera settings to get the most professional look possible.



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ADVANCED CAMERA SETTINGS

In this section I will teach you how to set up your camera to get the best possible look when recording your videos. People get intimidated with professional or semi-professional cameras. What do all these knobs do? What is this button for?

Most cameras these days have over one hundred features and settings designed to sell you the latest and greatest tech. The truth is that most of these features are there just to make the camera look more attractive to uneducated buyers. It is easy to get lost in all those bells and whistles but I am here to tell you that you only need to focus on six main settings, and you can easily find how to change these settings with a quick google search. So here are the six settings that you actually need to learn to record amazing videos for your business.

Resolution

Resolution is a very easy setting to understand. **Imagine resolution like the size of your video, the higher the resolution, the bigger your video, which usually translates to a sharper and higher quality image.** This setting is usually hidden away in your camera's settings menu.

Most modern cameras and phones allow you to shoot up to 4K. As a rule of thumb you want to use the highest resolution that your device allows you to record in. At a bare minimum you should be recording your videos in 1080p. If possible you should record in 4K because the video editor will be able to crop into the footage, and add movement and visually interesting effects during post production.

The best part about recording in 4K is that the editor can make it look like you are recording with 2 cameras. This editing trick can easily be done by cropping into the footage and changing the position of the subject in the video.

Frame Rate

This is the first setting you want to get right. In short, the frame rate determines how many pictures are displayed every second. Remember that videos are simply a sequence of images.

Generally, you will want to keep your frame rate at 30 Frames per Second (FPS). 30 FPS is ideal for any type of talk-to-camera footage, meaning most of the videos you are recording in your home studio will need to have that frame rate.

If you are recording complimentary footage like B-roll or action shots you can select a higher frame rate like 60, 90 or 120 FPS. Doing this will allow the editor to slow the footage down and make it look fancy or cinematic. Most modern phones and cameras will allow you to shoot up to 120 FPS.

Shutter Speed

The shutter speed often gets confused with the frame rate. Both settings are indeed similar, but the difference is that the shutter speed instead of controlling how many frames are shown per second controls how many seconds the shutter of your camera remains open.

It actually gets more in-depth than that but it's not important that you understand it because we have a simple formula you can use to get your shutter speed right every single time:

Shutter Speed = Frame Rate X 2

So, if you are filming talk-to-camera footage and your FPS is set to 30 then you want your Shutter Speed (SS) to be set at 1/60 SS. If you are shooting some B-roll at 60 FPS then your shutter speed should be set to 1/120 SS. If you are shooting some slow motion action footage at 120 FPS then your shutter speed should be set at 1/240 SS.

Some cameras won't allow you to set the shutter speed to the exact double of the frame rate so simply select the nearest number. For instance if you are filming at 24 FPS, use 1/50 SS because there likely isn't a 1/48 SS on your camera.

Aperture

Aperture stands for how much the iris of the lens opens up, thereby how much light is let into the camera for light exposure.

The smaller the aperture number setting the more light the lens will let in and the brighter your image will be. So a 4 aperture setting is brighter than a 12 aperture.

In dealing with Aperture, there are two easy rules to follow:



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First, you will generally want to keep your aperture as low as possible (most wide open iris) without over-exposure because this is how a shallow depth of field (blurry background) is created. The only time you'll want to increase your aperture is when the video is too bright (over-exposed), for example when you're filming in broad daylight and need to reduce the exposure.

Second, you will want to avoid using the next setting (ISO) mentioned here as much as possible, which can compromise the quality of your images.

ISO

The ISO is pretty straight forward. It simply brightens up the image digitally but with a cost.

The ISO adds digital noise to the image so ideally you will want to keep the ISO as low as possible. While it is best to avoid using the ISO, it is sometimes necessary. So only turn this setting up when you aperture is on its lowest setting (brightest) and the image is still too dark.

Focus Setting

The last setting that you have to account for is the autofocus. Now you might think that the best thing to do is to set your camera on autofocus and forget about it. The issue with this is that autofocus bounces around because its constantly adjusting the focus to what it thinks is the best.

So when you're filming a static video where it's only you speaking and where you are not changing the distance between yourself and the camera, it is best to use manual mode to keep the focus fixed.

The way to do this is first set the camera on manual focus and stand where you planned to stay when you're recording the video. Mark your position with a small erasable marker or some tape on the floor. If you have someone to help you, ask them to stand on the marker and use the focus ring on your lens to make sure that the subject is as sharp and in focus as possible. If you don't have anyone to help you just use a prop like a broom or a chair to pull focus. Now you can stand on that same marker and the video will be in focus.

Beware, many cameras change the focus on the lens when they turn off. So turn off the automatic shutoff feature that most cameras have.

Lastly, if you are shooting any moving footage where the subject is changing distance to the camera it is probably better to turn autofocus on since the camera will do a better job of tracking the subjects on the frame than a human could.

WHY EDITING YOUR VIDEOS IS A WASTE OF TIME AND MONEY

I've just given you a ton of information on how to film your own marketing videos. As you can see filming videos is a pretty straight forward, logical process. Now comes the second part of creating videos; editing. This part, unlike filming, is very complex and time consuming.

On average it personally takes me around 30 to 45 minutes to record a 20 minute "talk to camera" video. Editing that same video takes a professional editor, like myself, around 4-6 hours to complete.

The biggest roadblock that holds content producers back from creating videos is editing. It's a time consuming, frustrating process that requires a high level of skill and knowledge in things like:

- **CUTTING**
- **TRIMMING**
- **COLOR GRADING**
- **CAPTIONING**
- **EFFECTS USE**
- **TRANSITIONS**
- **GRAPHICS DESIGN**
- **AUDIO CORRECTIONS**

I've been editing for over 8 years now and even with all those years of experience it still takes me 8-10 minutes to edit every one minute of raw footage. This is why I created EditLab. I figured out years ago that filming videos is quite simple and that most people

do not need to spend the money to hire a videographer. I also learned how much having to edit videos held people back from creating video content.

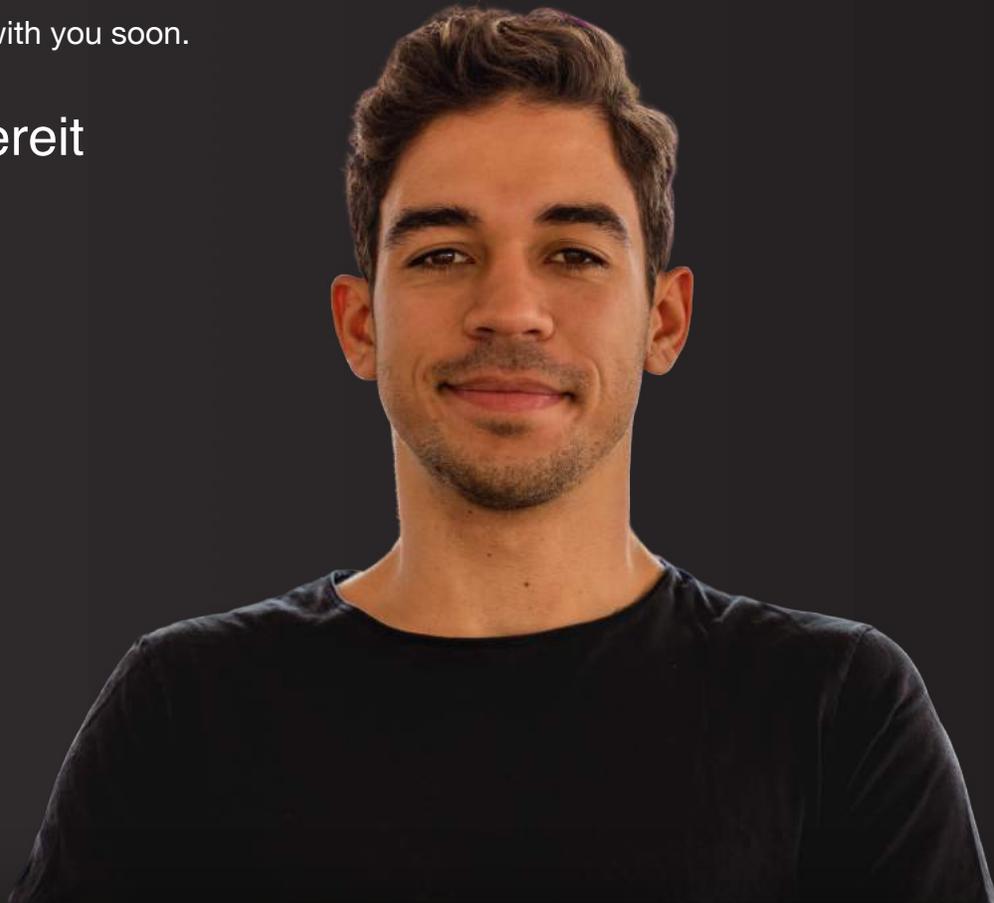
So if you are serious about creating video content and want a partner to help you turn that raw footage into incredible videos, look no further.

Schedule a free consultation call with the EditLab team. **On this 30 minute call we will help you clarify any questions you have about scripting and filming high converting videos.** And if you decide to start creating content and would like our help to turn your footage into awesome videos we would love to onboard you as a client.

Looking forward to speaking with you soon.

Christian Schwagereit

EditLab Founder

A blurred background image of a video editing software interface, showing various tracks and clips. Overlaid on this is a prominent purple rounded rectangular button with white text.

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