

How to Make Your Videos Look Professional!

- ✓ Stabilize your camera by propping it up or using a tripod. Whether you're using a phone, tablet or webcam, make sure the device is held steady. Avoid holding the camera in your hand.
- ✓ If you're using a smartphone or tablet to record your video, be sure to shoot the video horizontally
- ✓ Speak loudly, clearly, and slowly so the recording device picks up good-quality audio.
- ✓ Think about what you're going to say before you record. It might help to make an outline or a simple script.
- ✓ Make sure you're in a well-lit area. Natural light works best.
- ✓ Act natural. The goal is to sound friendly and approachable!
- ✓ Keep it compliant. Words or phrases like rejuvenates, "revitalizes, and improves the appearance of" are all complaint terms. Avoid referring to the product in terms of healing, treating, or curing any disease, including acne, cold sores, eczema and other health conditions.
- ✓ At the end of the video, ask people to share it with their friend! Sometimes people just need a little reminder.