



YOUR EASY TECH GUIDE
TO RECORD YOUR

About Me Video

With your phone



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Why Use Video?

Think about your potential client navigating through your website. They are interested to find out a bit more about you. As they land on your About Page they play your video, it is as if you are waiting to talk to them personally and welcome them.

Some of your website visitors may be more responsive to watching a video with a personal welcome message rather than reading the text. (It is always good to have both)

Your potential client can get a sense of who you are before they even meet you. They can start to visualise themselves talking with you and may make it easier to make a booking

Video brings your text to life!

Getting Started

When you start getting ready to record your video, take your time and make sure you have all the right equipment.

After thinking about your content, you need to consider these three things to make sure you are ready to record a nice welcoming message:

- ✓ Sound
- ✓ Lighting
- ✓ Background & Steady Phone

Remember

You don't need a video production team. You can get a great result by gathering the following tech together.....



Smartphone

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To record an effective video for your About Page, your smartphone video is sufficient. The camera is clear and it is easy to start and end your recording if you are doing it yourself.



Your mobile phone will provide you with flexibility when you are looking for a space to record your video as it can be set up anywhere.

When you record to your phone, it is ready to upload easily to your social media platforms.

"Keep it simple"

A close-up photograph of a pink flower, likely a gerbera, is visible on the left side of the page, partially obscured by the white content area.

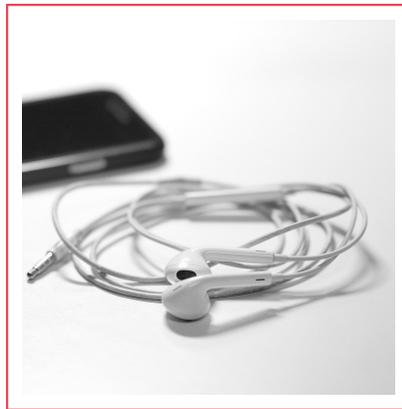
2

SOUND

Microphone

When someone is watching your video, they will definitely be put off if your sound is poor or they struggle to make out what you are saying.

Below there are two options to get great sound:



HEADPHONES



LAVALIER MIC

[CLICK HERE FOR SOURCE & INFO](#)

Using the Lavalier mic gives you the option of making the mic more discreet as you can clip it to your top and hide any wires.

A large, soft-focus pink flower, possibly a gerbera, is visible on the left side of the image, partially overlapping the white text box.

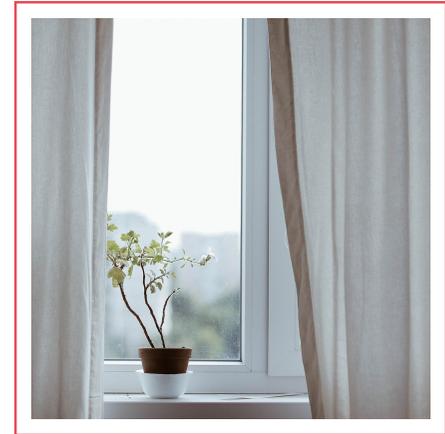
3

LIGHTING

LIGHTING

Natural lighting is the best you can use to create a clear video.

If you are recording **indoors**. Place your phone in front of a window so that you are looking at the window as you record. This will give you a nice natural light.



Recording **outdoors** creates a fresh feeling to your video. However you must remember to think about any sound around you, traffic, airplanes, people etc. Using a mic plugged into your phone will give a clearer sound outdoors.



4

BACKGROUND

Background

Whether you are recording inside or outside, make sure you have a nice clear background that will not distract from your message.



Think about having something in the background that reflects who you are or the kind of work you do.

If you are filming from your practice room, this will give an invitation for potential clients to see where they will be and take away the fear of the unknown.

When filming outdoors, find a place where you will have no distraction and interruptions to your video.

Think about what you like to see when watching About Me Videos

5

MINI TRIPOD

Mini Tripod

Keeping your camera steady while you record is a **MUST!** It will be very distracting to your viewer if your camera is squint or 'wobbles' slightly.



[CLICK FOR SOURCE](#)

Investing in a small phone tripod is one of my top tips when coaching video confidence. Having your phone nice and steady will give you the confidence that your video will be sharp and steady!

The tripod in the image above can be found [HERE](#). You can also search online for a phone tripod or pick one up at a local store.

The tripod above has an adjustable grip allowing you to grip it anywhere you are filming.

READY TO GET STARTED?

GET SOME SUPPORT IN OUR FACEBOOK GROUP

MAKE
IT
HAPPEN

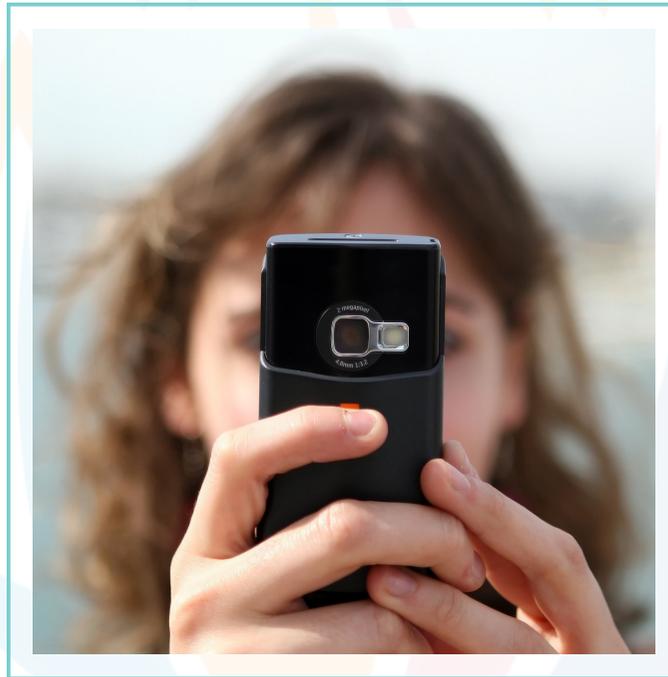


Join

GET SOCIAL WITH SAZ

Video Confidence Coaching

If you have gathered your technology together and you still feel you lack the confidence to record your About Page video, I invite you to join my *Video Confidence Coaching*



[CLICK HERE FOR MORE DETAILS](#)

Lets Connect

Hi, my name is Sandra also known as 'Saz' on Social Media



I co-founded [Onlinevents](#) CPD Library for counsellors, therapists & coaches. As part of our training, I coach Social Media Marketing in a practical, easy to understand way with a very a high importance given to the ethical considerations of marketing a private practice online.

My mission is to help increase practitioners' online presence.

Are we connected on social media?



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