

# The Top Five Tips to Successful Video Making



Be seen as the expert you are, and get the clients you want!

Certain key aspects of filmmaking can make or break your message. Your video will make the viewer feel something – will you be drawing them in or pushing them away? Be sure to use the following tips in order to create a successful video, and ultimately attract your target clientele.

## 1) It's All About Contrast!

Shadows keep shape and clearly define perspective. To look your best, you must avoid overexposure. Overexposure will flatten you and reduce you to a caricature of who you really are a successful professional. As a result, a lack of contrast flattens your message. Remember, the shadows are your friend! They create depth of character and make you look more inviting.

## 2) It's Not a Selfie!

A shaky camera can cause some people to have motion sickness. You want your viewers to be watching your video, not running to the bathroom! To solve this issue, put your camera on a tripod to help keep it still. If you aren't sure whether this equipment is worth investing in, shoot some footage with a tripod and compare it to another made on a selfie stick. Which do you like best?

### 3) The Mise en Scène

Comes from the theatre world meaning placing the stage. This is the arrangement of everything that appears in the framing. The actors, lighting, décor, props, costume. Consider yourself an actor if you are inside the frame or on camera. Lighting means the light itself, not the equipment. The pros never have the lights, cameras and especially the microphones inside the frame.

### 4) Set The Stage

Everything visible in the frame of your video will create an emotion, so carefully select your location to set the mood you want. In Hollywood films, there is no accidents. Everything from lighting, to the placement of your furnishings, needs to be intentional to support the message of your business. Take a moment to observe the surroundings available to you. How can you take advantage of existing lightsources such as windows, ceiling lights, and lamps? What props should be included in your video?

### 5) Move Your Furniture

To enhance the mise en scène move your furniture. The placement of your furniture can create the mood you want to convey and access the lighting you want to capture. The Hollywood films there is no accidents. The movement and the placement of your furnishings need to be intentional. To bring meaning to your video.

*That's not all! Want to see the rest?*

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