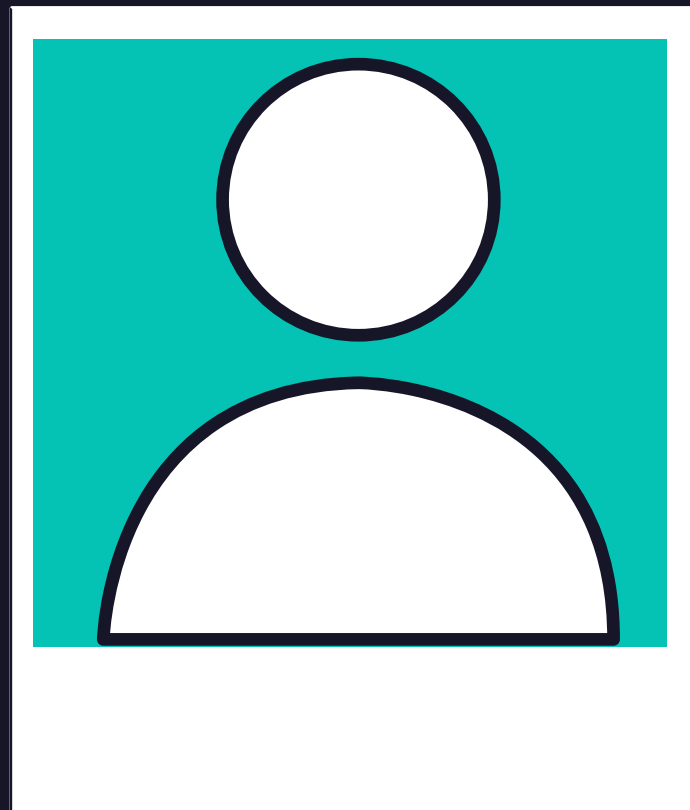


Cheat sheet for filming your video

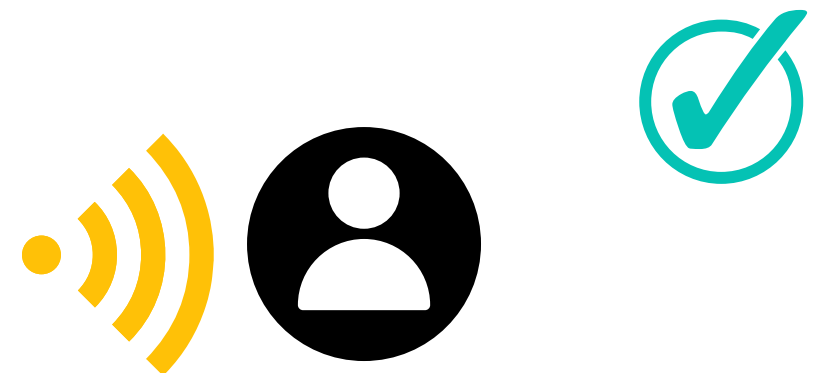


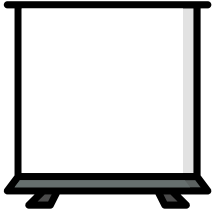


1. USE ENOUGH LIGHT

Lighting makes a big difference in your videos. To make the most out of your recording, get the right amount of light:

- Put the light/ light source **in front of you**.
- Avoid having the light source behind or above you.
- **Avoid direct sunlight or harsh lighting** as it may be overpowering (indoor recording is best).

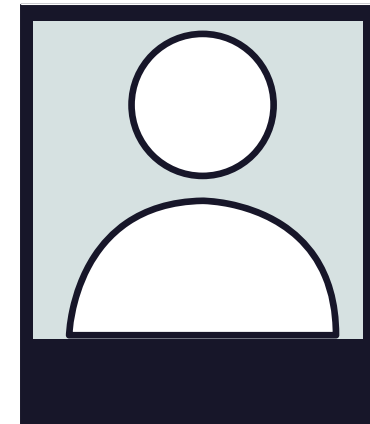
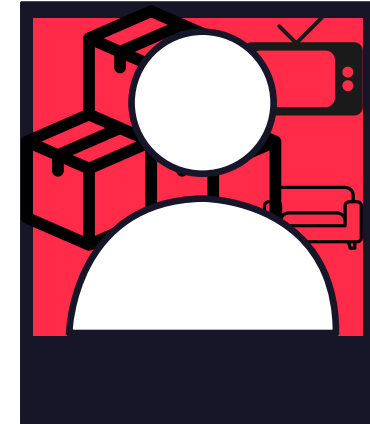


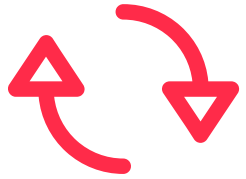


2. USE A NEUTRAL BACKGROUND

Ensure that your background is clean and clear for your video. Before filming:

- Choose a **neutral background**.
- **Remove distracting elements** in the background - *the focus should be on you*.
- Where possible, **use a backdrop**.
- **Avoid casting your shadow** in the background.

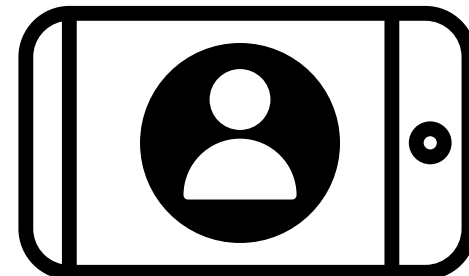
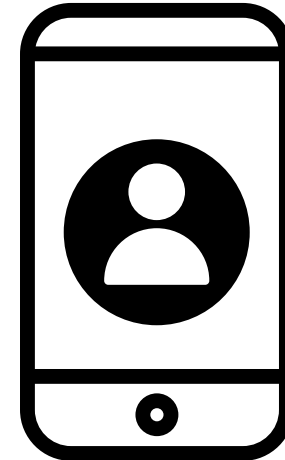




3. SET YOUR DEVICE HORIZONTALLY

Whether you decide to film using your phone, tablet, laptop, or camera, ensure that:

- Your device is **horizontal/landscape**.
- **Your device is stable** - use a tripod if possible. Alternatively, lean your device against something stable.
- **Your device is straight** and not slanted.

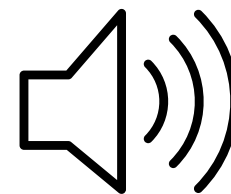


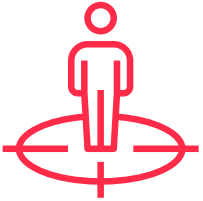


4. OPTIMISE YOUR DEVICE

Quality is key! To ensure your device is optimised, be sure to check if:

- **The audio settings** are of a high quality. Make you can hear yourself clearly.
- **The camera settings** is at it's highest quality.
- **The camera lens** is clean. Wipe the lens gently if not.

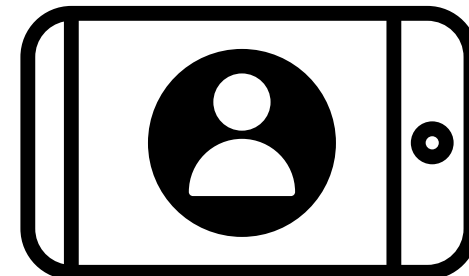
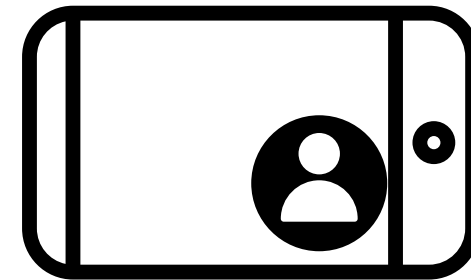




5. POSITION YOURSELF EFFECTIVELY

You are the focus of the video, and the best way to position yourself is to:

- **Sit or stand** comfortably.
- Keep your **back straight** and **shoulders relaxed**.
- **Centre yourself** on the screen to ensure that you are in the middle and there is enough space at the edges.
- **Stay at eye level** - do not film from a low or high angle.

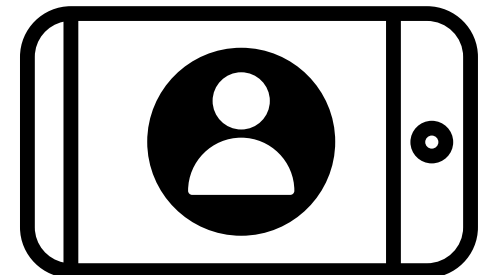
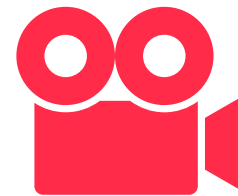




6. HAVE A TEST RUN

You are almost ready to record. Once you're all set up, be sure to:

- **Write a script** if you need to.
- **Practice** - go over what you want to say in the video.
- **Asses your test run** - if you are happy with it, then you're all done.



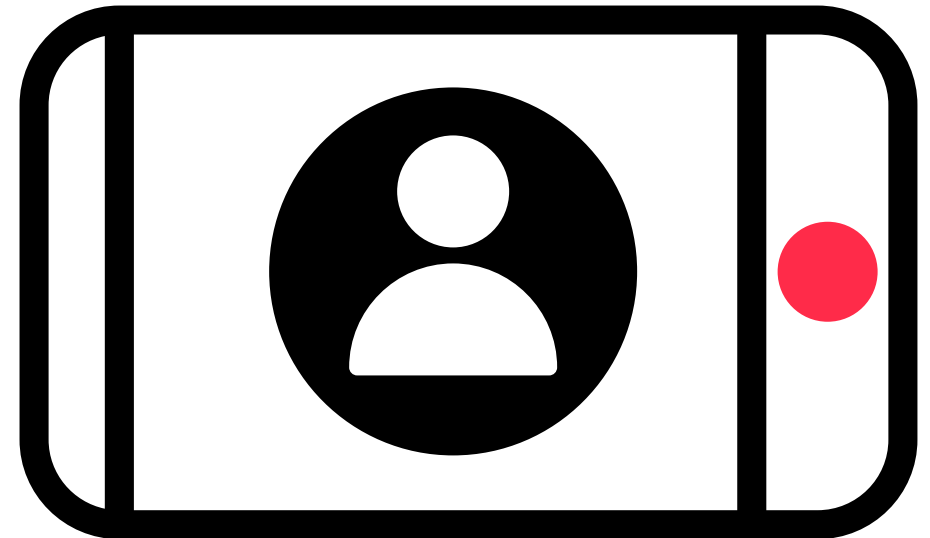


7. RECORD YOUR VIDEO

It's time to record your video.

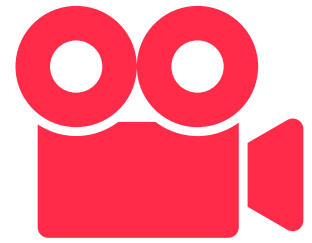
Remember to:

- Start speaking a few seconds after you start filming and give a few seconds before ending the video.
- **Speak clearly** and don't rush.
- **Take a deep breath.**
- **Smile!**



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YOUR VIDEO IS READY TO SUBMIT!

Once you have finished recording, please send your video via [WeTransfer](#) to enquiries@hettshow.co.uk

Feel free to use our supporting scripts as a guideline for your recording, this can be found on

hettshow.co.uk/marketing-hub/