

**Title options:**

**Shoot Your First iPhone Video Today**

**Shooting Video on Your iPhone is Easier Than Ever Before**

It's time to change the narrative.

No longer is video the exclusive property of professionals. With the advance of technology in recent years it is now more approachable than ever before.

In fact, it is very likely that you have all the necessary technology needed to create a professional video in your pocket.

Yup, you read that right. A smartphone - in particular an iPhone, is all that you need.

I know it sounds crazy, but it really isn't. Ever since video was introduced with the iPhone 3Gs (in 2009), technology has only improved.

Nowadays, iPhone technology has advanced to a point where it replaces many other far more expensive pieces of equipment.

No longer do you need to lug around a fancy camera to get the perfect shot. Unless you are a professional photographer or videographer, it is likely you can do everything you need with the phone in your pocket.

How freeing is that?

If you ask me, it's pretty fantastic.

In this blog we will teach you how to use your iPhone to produce high quality pieces of content for your business (or for fun, if you like).

Welcome to the world of iPhone video.

**Best Video App For the iPhone**

**Filming Video App**

We like to keep things simple.

The standard camera app is more than adequate for filming video content. There are many advanced apps available (do a quick Google search - you will find tons of options), but video is more about the subject matter than anything else. So stick with the basic app. There's no need to complicate something that is great the way it is - and FREE.

## **[SCREENSHOT OF A PHONE FILMING SOMETHING]**

### **Video Editing App**

If you are looking to edit videos, there are an endless number of great apps available. Most of them will do the trick. We all have our preferences; what we like and what intuitively makes sense. We are all different which makes this very subjective. Fortunately, most editing apps have the same capabilities: Import Video, Re-order Video, Trim Video and Export the finished product. Find an app that works best for you based on your preferences and budget. Some free options include; iMovie, Director (specifically for business), Adobe Clip and Splice.

### **Think About It: Extra Battery Power**

We all know the sinking feeling....suddenly the phone pauses and flashes a low battery warning. This is worse when you're in the middle of important work. Suddenly you are frantically looking for a charge or risk having your day cut short due to low battery.

Unfortunately, filming on your phone is a very energy intensive process. It cuts into your battery power pretty quickly. This is especially bad if you are out on day long excursions or have a lot to capture without time to plug the phone in. Obviously, the last thing anyone wants is for their battery to die in the middle of an important shoot. To ensure this doesn't happen, it is smart to keep a backup battery pack on hand as well as take all opportunities to charge your phone.

**Pro-Tip:** Switch your phone to Airplane mode when filming to reduce battery use and avoid any unplanned interruptions.

### **Tools For Success**

Here are a few tools that will make life far easier if you start filming regularly.

#### **1. When You Film Alone: A Selfie Stick**

Selfie sticks are the perfect solution to get some distance between yourself and the phone as you film. More distance allows for more background visibility. This is useful for anyone who is trying to capture their setting as well as themselves. It also allows for a bit more stability than holding it in your hands.

#### **2. For Stabilization: A Phone Clamp & Tripod**

A small tripod and mount to lock your phone in place is a much better option than a selfie stick or your hands for stability. The number one benefit of a phone clamp and tripod is the option to leave your camera in a position without physically holding it.

### **Stuck with your hands?**

If you get stuck shooting handheld here are a few tips to help you reduce the shakiness caused by your hands:

1. Keep the phone close. The closer the phone is to your body the more stability there is. Think about holding a dumbbell close to your body versus at full arm reach - there is an obvious difference in how shaky you are.
2. An easy way to get a stable shot, if you can, is to rest your elbows on a nearby object like a table, railing or car.
3. Try to use your body to absorb as much bouncing as possible. For example, if you're on a boat, try to absorb the natural movement caused by the waves and counteract them with your arms.

### **3. For A Better Angle: Clip On Lenses are an Option**

The iPhone can do a lot on its own, but sometimes you want the option of a wide angle lens or a lens that can get distance shots. When this is the case, consider purchasing clip on lenses that give you new and expanded shots.

### **4. For Sound: A Small External Mic**

Like everything else on this list, there are many external mic options available at all price points. An extra mic is a huge help for sound quality. Look for something you can clip to your clothing so it records your voice clearly.

#### **Don't have a mic?**

You can always use the microphone on your iPhone. Just be aware of all the environmental factors that can affect sound as you record. Also consider how far you are standing from the phone as you record.

Another option is to use a second iPhone, just out of shot, but close to the subject speaking. Record a voice memo on the second phone as you shoot. This voice memo can then be edited into the final version of the video.

### **5. For Storage: Special External Drives for your Phone**

Storage seems to run out almost as quickly as the battery. Especially if you are using video on a regular basis. If your phone's storage capacity has you concerned, get a portable storage device that can plug into your phone.

## **Before Filming Your Content**

### **The Shotlist**

Before heading out to film, spend some time strategizing what you will film and why. To make it interesting tell a story of some sort. Think about how the story will unfold. The beginning, middle and end. Even if it is a 30 second shot, there is still a story. Making a 30 second video about a coffee shop still requires a comprehensive shot list to create the best representation of the space you are in. Plan the non negotiable shots and make sure to film some extras to give your video more flavor. Often it is good to write down your process so you capture everything you need.

### **It's Time To Create Video!**

**Horizontal is the way to go. Don't shoot upright. It makes a huge difference.**

If you haven't noticed yet, horizontal filming is definitely the way to go. Upright shots cause problematic formatting issues (with ugly black borders and more). So stick to horizontal and get those amazing full views of whatever you are filming.

### **Short & Sweet Clips**

Record moments, not lengthy clips. Finding the perfect moment is all you need to convey a story. Look at your shotlist - find that next moment - and get a clip under 10 seconds. Short and sweet is more interesting and it will dramatically cut down your editing time. In fact you will be amazed at how much a single 3 second clip can tell a viewer.

### **Capturing an Experience on your iPhone Camera**

Think about this. You own a busy coworking space with many activities taking place at all hours of the workday. How do you capture it all? How do you possibly convey what you see and experience each and every day?

Most people point their camera at something to try and capture everything that is happening. This unfortunately rarely works to convey what it is we are seeing and experiencing. To effectively convey an experience you have to break down that experience into a variety of parts and capture each one separately.

### **Establish the Setting**

It is always good to get a wide shot to establish where it is you are and the setting for your video. This helps show the viewer the full picture so they have a better idea of where you are as the rest of the video unfolds. Remember to keep this only a few seconds at most.

In line with our example of the coworking space, get a shot of the building exterior, the name, and the street outside.

### **Show The Action**

Slightly more zoomed in than the shot above, make sure to get some clips that show what is going on in the space where you are filming. This shot allows the activity to be the main focal point.

In a coworking space this is the shot of the kitchen with people talking and grabbing coffee. It can also be a shot of one of the conference rooms in use, or people all sitting at a table together working.

### **Find the Focal Point**

In this close up, zoom in as close as possible so that the main object of the film fills the screen.

In a coworking space, show the espresso machine making espresso or get a close up of someone working on their laptop. Talk to someone in the space and get a comment about what makes it so great. This shot is the reason why you are in the space, so use it strategically.

**Pro-Tip:** Avoid the iPhone digital zoom (unless you have a dual-lens iPhone 7 Plus). The zoom option only enlarges the photo digitally which quickly risks becoming pixelated. Instead step closer to the subject.

### **[Graphic of Sorts Showing Shot Types]**

### **Don't forget lighting! The more natural the better!**

Lighting can be a tricky thing to figure out. It can be one of the most important aspects in making someone look good on video. Luckily the outdoors provides fantastic light. As long as you make sure to stand so that the light is in front of whomever is on camera, you're perfect! Make sure to not have bright light behind you. That is how you make a silhouette.

If natural light is not an option then it is imperative that you direct whatever light you have available indoors in such a way that it lights up your face. Move a lamp or two so that it is in front of you or the subject. You want your face to be illuminated and not hidden or distorted by shadows.

### **Don't let yourself get bogged down in the details. Stick to the shotlist you designed before going to shoot and make sure to enjoy yourself!**

Sometimes it can feel overwhelming when you get to your shoot. Make sure to stay focused on the shotlist you've developed and trust yourself. Yes there might be tons of interesting and fun things happening but you don't need to capture them all. Capture the necessary moments to tell the story and maybe a few extras before putting away your gear. Even if you're making a basic business video, focus on the essentials. Once you're done trust that you are finished and move on to the next step.

## **Post Filming Process**

### **Allow yourself the freedom to experiment with iPhone video**

So you've completed the filming process and have found yourself ready to edit. First of all congratulations on completing the work! Trust me, I understand how scary it can be.

Now that you are on to your first edit, make sure you don't take yourself too seriously. Why is this? Well it's because you have the freedom to do what you want! Add your creative flair. Make it your own.

Also because nobody will see this until you let them, feel free to try new things. There is no reason to be afraid of failure since you get to choose whether to publish or not.

So let go and allow the creative process to flourish. Tell your story from beginning to end by following these basic steps:

1. Order the clips into the sequence that makes the most logical sense for a storyline.
2. Cut each clip so that it shows the best moment. Remember you can always find a super effective short snippet of any clip you film.
3. Add music but make sure there are no royalties or copyright infringement issues.
4. Export your video once you are satisfied.

### **Two Simple Tips to Keep in Mind**

1. Keep the transitions as simple as possible. It can be tempting to use special effects but it can distract from the video you are putting together.
2. Make sure to delete or mute the audio from any clips where it is not necessary. There is no reason to add extra sound and risk muffling the music or track you are putting with the visuals. It also creates a more professional feel.

### **And that's it!**

Filming a video, especially the first time, is always tricky. But it's also incredibly important for any message you may want to convey to your audience.

Whether you are a business owner, a visionary, the founder of a non-profit or a person with an idea worth sharing - you must master video.

Luckily for us video has only become more approachable, low cost and simple for those of us without a film degree with time. And with the quick advancement of smartphones, it seems this will be a trend to stay.

So challenge yourself TODAY to make your first video. Give it a shot and see how it goes. To help you even further, download the handy [Shooting a Video on your iPhone Checklist](#) for shooting your first video.

### **[Shooting a Video on your iPhone Checklist (in the file)]**

#### **Remember, we are fighting for attention.**

This is why building skills in video is so very important for your message and business.

Communication is quickly changing.

Mass marketing as it was done in previous generations no longer works. We can no longer rely on a captive audience whether in front of a TV or stuck in a car in traffic.

Nowadays, when an ad break comes up on TV what do people do (besides during the Superbowl)?

Also, if you ever glance around at passengers sitting in cars, what are they looking at?

This should be a pretty simple answer: a cell phone. Most of the time people who are not occupied by another activity (like driving) are looking down at their phones.

#### **So where do advertisers have to be now?**

Where people are looking. *Where the attention is.*

So if your market is made up of young millennials you have no choice but to learn Snapchat to reach your potential customers.

And if your market is newly engaged women, then Pinterest is the platform you have to master.

Gary Vaynerchuk has a fantastic blog post (LINK) about this topic exactly on his blog from TWO years ago! It is time we listen.

(<https://www.garyvaynerchuk.com/when-will-marketers-talk-about-attention-not-impressions/>)

It's not up to you to choose. It is up to you to learn the platforms where your market spends their time.

And to do this effectively, you must learn video. Video is one of the best ways to capture and keep attention in an increasingly busy world.

So spend some time with The Visual Era, on your phone and on the apps your market spends their time on. Learn the in's and out's of video creation and how best to utilize it to reach your target market.

We look forward to working with you.