

# A RECOMMENDED VIDEO CAMERAS

The following is a list of video cameras I currently recommend. Here is a link to a video that showcases most of these cameras in action: <https://www.youtube.com/watch?v=13MQKzDUUu8> ▶

## 1 WHATEVER YOU GOT!

If you're just starting out, I always recommend mastering the tool you already have before investing more money.

## 2 YOUR IPHONE 5S OR HIGHER

If you have an iPhone 5s or higher, I highly recommend using it to make your videos. It's what I personally use for 90% of the videos I make. Here is an example of a video that test driving the iPhone video capabilities <https://www.youtube.com/watch?v=CJoniGY8q5Q> ▶



If you choose to use your iPhone, you'll need the **iPhone Video Buyers Guide** here: <http://tinyurl.com/iphonebuyersguide>

## 3 THE GOPRO HERO3 OR HIGHER

The GoPro is a simple-to-use, high quality camera at a great price. You can learn more here: <https://www.youtube.com/watch?v=Qhol-2-03VM> ▶



Purchase the **GoPro Hero 4** here: **GoPro Hero4 SILVER**



## 4 THE DSLR

DSLRs produce incredible quality footage, but the learning curve is steep and the cost is high. I recommend avoiding these cameras unless you are prepared to learn how to use the correctly.



**DSLR's James Recommends**



## 5 THE LOGITECH C920 WEBCAM

Although not my first choice, this is the ideal solution for the video marketer on a show-string budget! Link to this page: <http://www.reelmarketinginsider.com/your-film-studio-on-a-shoestring-budget/> ▶



# B EDITING SOFTWARE

The following is a list of recommended editing platforms I recommend for the **Do-it-Yourselfer!**

## 1 SCREENFLOW (MAC) \$99

Easy-to-use, intuitive AND doubles as a Screen Capture software!

▶ <http://www.telestream.net/ScreenFlow>

## 2 CAMTASIA (PC) \$299

Excellent screen capture and editing software for PC users

▶ <http://www.techsmith.com/camtasia.html>



## 3 FINAL CUT PRO (MAC) \$299

More advanced, but has everything you ever need in editing software!

▶ <https://www.apple.com/final-cut-pro/>

## 4 ADOBE PREMIERE PRO \$19/mo

More advanced, but has everything you ever need in editing software!

▶ <http://www.adobe.com/products/premiere.html>

## C BUILDING YOUR STUDIO

In order to build your studio, you'll need a few things. I've also created a video that shows you exactly how I've built my studio: [https://www.youtube.com/watch?v=wYhT\\_ua3s7M](https://www.youtube.com/watch?v=wYhT_ua3s7M) ▶

YOU NEED THE FOLLOWING:

1 A BACKDROP



2 TRIPOD



3 MICROPHONE



4 LIGHTING



LET'S DISCUSS THESE FURTHER...

## D BACKDROP OPTIONS

The following is a short list of options you have for your backgrounds and backdrops. Here is a video that shows a few options in action: <https://www.youtube.com/watch?v=jlafTGXm8o8> ▶

### 1 INTERIOR: NATURAL SETTING

Want to shoot a video in your home or office, this is the easiest solution for indoor shooting.



See the set up in action here:

▶ <https://www.youtube.com/watch?v=-9ysHh2w2NI>

### 2 INTERIOR: WHITE BACKDROP

You can also choose to use the "Apple Commercial" look and opt for a white-colored backdrop. This option takes more lights, a solid white backdrop and some adjustments of the exposure on your camera.



### 3 INTERIOR: BLACK BACKDROP

I've put together a full tutorial on how to execute the black backdrop **here**:

<https://www.youtube.com/watch?v=BE8cBdlFrgE> ▶



WANT EVEN BETTER RESULTS?



I recommend the following:  
**Lighting Disc Reflector**



### 4 INTERIOR: THE GREEN SCREEN

I'm not a big fan of green screen. Rarely does a green-screened background improve the quality or messaging of your video...plus it takes more work and usually comes out poorly done. *I don't recommend it, therefore I don't teach it.*

### 5 EXTERIOR: NATURAL SETTING

Filming outdoors is easy...as long as you avoid people, animals, airplanes overhead and harsh shadows. Film in the mornings or late afternoons for the best lighting.



## E TRIPOD

If you're looking for a good-quality tripod on a budget, there are plenty to choose from. I really enjoy the Ravelli Brand, and have included a link to a few below.



**Ravelli Brand Tripod**



# F MICROPHONE

**Rule #1 of great videos is improve your audio!** Don't stick with the "onboard mic" on your camera. Invest in the external mic ASAP! With that said, here are a few recommendations I have for improving your audio with an external mic. And here is a video to see them in action:

<https://www.youtube.com/watch?v=0gy60tRaWNY> ▶



**1 WIRED LAVALIER:  
AUDIO-TECHNICA PRO**



**Audio-Technica Pro70**

**2 WIRELESS LAVALIER:  
Sony UWPD11/42 Wireless  
Microphone System**



**Sony UWPD11/42**



# G LIGHTING

The following is a list of simple and inexpensive lighting options that I recommend for the Do-it-Yourselfer! I also recommend fluorescent lighting simply because it is cheap and easy-to-use.



**1 3-POINT SOFTBOX LIGHTING KIT  
BY FANCIERSTUDIO**



**Fancierstudio**

**2 ARDINBIR PHOTOGRAPHY STUDIO**



**Ardinbir Photography Studio**



**500W**

**Flexible**



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## ADDITIONAL ACCESSORIES

The following is a quick list of additional items that are not necessary but recommended for special uses.

### 1 TELEPROMPTER

The following teleprompter leverages your iPad and a teleprompter app and works great!



**Teleprompter R810-10**



### 2 MINI JIB

Want incredible, dynamic shots? Why not try a jib!



**DSLR Mini Jib Video Crane Camera**



### 3 MINI DOLLY

For moving shots, this is a GREAT tool!



**PICOKIT Pico Flex Dolly Kit Digital DSLR**



### 4 SLIDER

For side to side shots, this is also a great weapon of choice!



**StudioFX 40" Pro DSLR**

