



BEST FILMING PRACTICES SHEET

Summary

This document will help direct trainers to shoot both professional and nonprofessional workout content for the Trainnr Platform.

Our tools allow you to create a library of individual exercise videos which can be used to quickly and efficiently build multiple workouts and programs. To help you create seamless, top-quality workouts and programs, we have organized some best practices:

- » Wear the same outfit for all exercise videos and shoots
- » Keep the background consistent - lighter and brighter backgrounds are best.
 - A. [See Example](#)
- » Shoot somewhere with good lighting and make sure your outfit contrasts the lighting and background (ie. wear the same black outfit in a well lit area and white background)
 - A. [See Example](#)
- » If you are shooting with an iPhone or other mobile phone DO NOT USE the selfie camera rather use the camera that is opposite side of the screen
 - A. Be sure to shoot long format (widescreen or horizontally) as that is the only format we properly support right now
- » If you plan to shoot on your own with an iPhone or mobile device we recommend one of these tripods or stands
 - A. [Link 1](#)
 - B. [Link 2](#)
 - C. [Link 3](#)
- » To help with lighting for shooting you can also use one of these lighting devices
 - A. [Link 1](#) -Stand Not Included - [Click here](#) for Stand
 - B. [Link 2](#) -Stand Not Included - [Click here](#) for Stand
 - C. [Link 3](#) -With Stand
- » The use of any copyrighted music in the background will be blocked from use - as such, its advised to either
 - A. Not have any music in the background (mute audio if the recording location is playing music).
 - B. Use music from the following soundcloud library which has been pre-checked for any copyright infringement:
<https://soundcloud.com/royalty-free-audio-loops>
 - C. If you don't want to shoot this type of promo video you can also use snippets of all your workouts
 - If you want to add music be sure it is applied to the video properly so that there are no audio cuts or jumps when you use the video looping function (which will repeat the video automatically)
- » Shoot demo videos for right around 30 seconds and supplement each demo video with an explanation video that you can attach to each demo video
 - A. Here is an example of [demo videos](#) and [instructional videos](#)
 - B. All videos should at least be edited or trimmed so that the start and end look professional - [see example](#)
- » If you plan to use the video looping function for exercise videos, which will automatically repeat the video (which most trainers will need and use), be sure to start and end your shot/frame in the same position so that you can loop (or repeat) an exercise video seamlessly and it doesn't have an obvious jump cut or awkward frame jump
 - A. [See Example](#)

» Shoot a program highlight video or commercial for each of the programs you plan on creating

A. Keep the length of the video under 60 seconds

B.. We recommend filming yourself and talking about what the program is, how long it will be, the benefits of the program, and what type of target audience the program is for

C.. If you don't want to shoot this type of program highlight video you can also use snippets of all your workouts

i. If you don't have video editing abilities or access, you can find people on [Fiverr](#) or [Freelancer.com](#)

» Optional Recording Enhancements:

A. Shoot an introductory video which welcomes the client and explains the workout ahead (length, equipment required, etc)..

- Some may opt to have this as audio only to simplify
- Creating a simple graphic as background to the audio (your logo or text with the basic workout details) is a nice touch!

B. Shoot a wrap up video which congratulates the client and summarizes the workout they just completed.

- Some may opt to have this as audio only to simplify.
- Again, creating a simple graphic as a background to the audio (of your logo or text with the basic workout details/calories burned) is a nice touch!

C. If you want to shoot high quality content with your own logo or branding superimposed you are welcomed to do that just be sure that the quality, lighting, shot and logo are all professional looking - [see example](#)