

Filming Content for Personal Brands

Topics

- What camera to use + settings
- Angles, Positioning, Perspectives, Close Ups
- Brightness adjustment
- List of 100+ things to film
- How Recordings should look like
- Talking to the camera - How to Position
- Talking to the camera - How to read the script

Instagram does not support 4k videos, if you film it in 4k it will compress anything you upload to 1080p.

Brightness adjustment

NATURAL LIGHT

- Film outside on nice days
- Use sun lightning through the window
- Never film directly towards the sun

PREMADE LIGHT

- Soft Box Bulb light
- Led lights
- Flashlight or small light bulbs

Ideas to film

- You working on your PC
- You working on your Phone
- You working on your laptop (from anywhere practically)
- You talking to someone on the phone
- You talking/mentoring/teaching someone something
- You walking in nature
- You running in nature
- Eating something in a restaurant
- You driving your car
- You enjoying a nice view

- You hanging out with friends
- Close ups of your set up
- You swimming in pool
- You traveling somewhere in general
- Some nice views around you
- Food from a restaurant
- Showing someone how to do something
- You driving a car
- Walking in the city
- Enjoying life
- You in the gym
- You watching the view
- You climbing the stairs
- You talking with someone
- Walking in the park
- Sitting by yourself sitting
- Frustration - being mad
- You do your hobby
- You walking down the street
- Talking on your phone
- Drinking coffee
- Visiting specific places/museums
- Filming your day life
- Reading a book
- Being Frustrated while sitting at the laptop
- Doing a "sales call"
- Going to events and talking/meeting people
- You explaining "something" looking towards the camera
- Being at your laptop from all different perspectives

How Recordings Should look like

- Quality needs to be at point, at least 1080HD quality of camera.
If it's an iphone, 4k and 60pps (at the right up corner) is even better.
- Videos need to be clean & aesthetic.
- Camera steady (set on a tripod or on something) or camera moving slowly & steady with you in the focus (if there's someone else recording)
- Lighting is insanely important. Never record towards the sun, always turn in a way that sun goes towards your face, not the opposite.