

# 10 TIPS TO INSTANTLY SHOOT BETTER VIDEOS

## AND YOU PROBABLY ALREADY HAVE THE GEAR TO DO IT!

When put in the right hands, phones and tablets can record great videos. If you need help with editing, check out our 3-Tap process. Shoot the video on your device, then upload it to the cloud. We'll send back a professionally edited video you can share.

### 1 HAVE A PLAN

Hollywood directors don't let the cameras start rolling without a plan. Neither should you.

### 2 LOVE THE LANDSCAPE

We live in a widescreen world...your videos will look better on TVs, laptops and tablets if you shoot video in landscape mode.

### 3 KEEP IT STEADY

Grab a tripod...or make the world your tripod by finding a table, chair or sleeping cat to help balance your shot.

### 4 TUCK YOUR ARMS

If you are handholding your camera or phone, tuck your elbows in and keep your camera close to your body to help stabilize it.

### 5 RECORD GREAT AUDIO

Invest in a microphone or make sure you are really close to what sound you want to record. Bad audio = bad video.

### 6 FORGET THE ZOOM

Zoom like your grandma did back in the day...with your feet! Avoid pixelated video and physically move closer to the action.

### 7 KNOW YOUR SETTINGS

Unleash the power of your camera by learning how to lock your focus and dial in your exposure.

### 8 DON'T JUST STAND THERE

Move around to get a variety of different shots and angles, this will help you with editing. Don't be lazy!

### 9 DON'T LOOK AT THE SUN

Avoid putting your subject against bright backgrounds like windows or the sun. This will only leave them in shadow or blow your background out to where it is unseeable.

### 10 MOVEMENT IS KEY

Steady shots are important, but adding a little movement (like a slow pan side to side) can make a boring shot interesting and keep your audience engaged!