

# VIDEO TECH GUIDE



OVERCOME OVERWHELM  
FOR GOOD!

# SPEND LESS TIME SETTING UP & MORE TIME MAKING VIDEOS

Are you spending ages wondering what tech to use? Confused by the options available? This quick guide will solve your tech challenges in minutes! You'll go from zero to video hero in hours.

However, if you have any further questions about tech, such as setting up a studio, using a green screen, outside broadcasts or anything else, ping me an email and I'll advise you:  
[howard@charismacoach.biz](mailto:howard@charismacoach.biz)



# WHO THE HECK IS HOWARD?



## Founder Of True Self Sales

Over the past 20+ years I've combined entrepreneurial experience with professional acting skills to coach business professionals on five continents:

Fortune 500 companies include Apple China, The Masco Corporation, as well as SMEs such as HotSpring Spas and New Zenler

Work with hundreds of entrepreneurs, coaches and online course creators

Highlights of my acting life include a Bond movie and also fooling the late Michael Jackson with a cunning card trick!

**Let's begin.....**

# LIGHTS

One of the easiest ways to achieve great lighting is to use natural light. To avoid too much glare, the light needs to be diffused.

To diffuse daylight, you can sit a distance away from the window or choose a location where light is reflected into the window rather than facing the sun directly. Lastly you can hang a net curtain in front of a window. Any of these will soften the light and improve your look on camera.

If natural light is impractical, don't bother with ring lights behind your computer or camera - they flatten your face and remove many interesting shadows and depth of focus.

Instead, simply use lamps (removing the shades can help) or if you want to go towards professional status, get some Neewer LED lights from [Amazon](#) (affiliate link).

Place one light at 45 degrees to you, raised above your head and pointing downwards. This is known as "one point lighting." To add more interest, the second light should be on the other side of you, closer to your face and parallel (at 90 degrees) to the side of your face. This is now "two-point" lighting. Lastly, if practical, a third light can shine down directly onto you to highlight your head and shoulders. This is '3-point" lighting and it's pretty much all you'll ever need.

Job done.





# CAMERA



These days mobile phone cameras are usually good enough to capture highly defined imagery. Rather than getting concerned over whether you should have a 4K, DSLR or mirrorless camera, simply make sure that when you face the camera you look neither up nor down but squarely and directly into the lens.

This may seem minor but it creates a direct connection with your viewers. To them, it appears you're looking directly into their eyes, rather than gazing up at their forehead or staring down at their chin.

Use a tripod for your camera, or what I use: boxes and books to achieve the exact height you need. You will find that the camera lens needs to be slightly below your eyes to achieve the correct effect.

# AUDIO

Your mic is considered by some to be even more critical than your camewra, lights or background.

In general, if you are seated, a desktop USB mic is fine. Here's the one I use for podcasting and lives when I'm seated (affiliate link): [AudioTechnica mic](#)

If you are standing and / or moving about, a lavalier (or lapel) mic is great. I use a lavalier mic that you can find here (affiliate link) : [Rode wireless mic](#)

There are cheaper and more expensive mics on the market. Depending on your needs, you can certainly shop around. Some pros swear by wired lavalier mics because they don't need charging. Nor will the charge ever run out mid-meeting. However, the downside is the limitation to your movements with a wire between you and the camera or computer.

Most important is your comfort and ease of use. Don't spend too long on this - when you've made a few sales, you can always upgrade if necessary



# ACTION!

Now you've arranged the external elements, let's take care of some internal aspects. What's the mental map you carry of your audience?

Do you quake whenever you imagine presenting in front of people whom you can neither see nor assess in terms of their reactions? If so, such thoughts can affect the power of your performance.

Instead of focusing on the audience, talk to your camera as though it is a person you really love: your partner, child or close friend. Some people even place a photo of this person around the camera lens - warning - if you do this, let the person fill your peripheral vision but continue to look directly into the camera.

Ultimately, tech exists to serve us: what's most important is our mindset. For more free tips, tricks and techniques on mindset you can join my private facebook group [here](#).



# BONUS: OFF-THE-CUFF WILL IMPRESS THE BEST

During these extraordinary times we are longing to form virtual communities that hold genuine significance for us.

With such a massive amount of online videos being produced, the highly produced offerings can come across as just too smooth to be believable.

Whilst the advice given here is perfect when you are at home or in your office and can prepare, there is also a strong case for making a few videos off-the-cuff.

Viewers know these haven't been over-prepared and they can often achieve a deep level of intimacy and trust.



## WANT TO IMPROVE FURTHER?

JOIN TRUE SELF SALES COMMUNITY [HERE](#)