

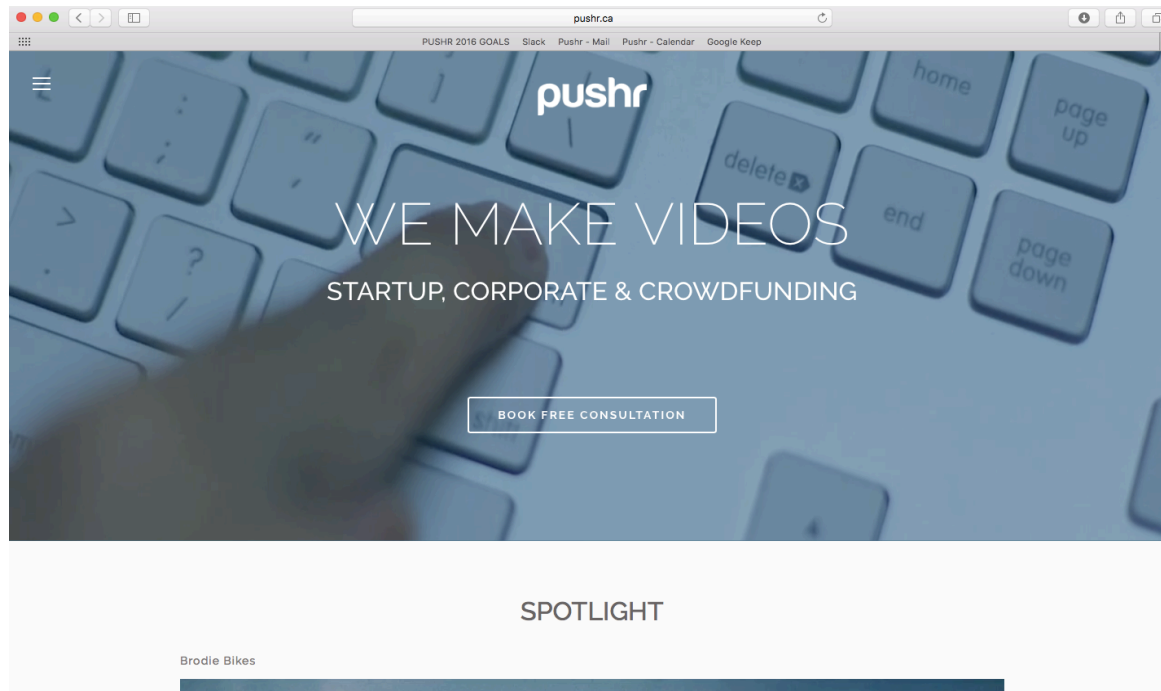
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HOW TO VIDEO

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The go-to video resource for startups

VIDEO IS AMAZING

- Statistically more effective
- Higher conversion rates
- Capture emotions and feelings
- Higher retention rates
- Convey more information in less time
- Simplify the complex
- Faster traction

KEY TIPS: HOW TO MAKE YOUR OWN VIDEOS

WHAT CAN YOU SHOOT

- Your people and customers
- Corporate video
- Customer interviews
- Recruitment video
- How-to-videos
- Stop motion
- Be creative
- Make sure to have a goal

YOUR SCRIPT

- Be conversational, don't use marketing speak
- Be natural
- Regular vocabulary
- Key points only – executive summary
- Short and sweet (60-90 seconds)
- People have a lack of attention
- Don't be boring

COMPOSITION

- Depth is key
- Decorate the shot
- Clean & tidy
- Try to capture the character
- Rule of thirds
- White walls
- Use colours / compliment the background

LIGHTING

- Facing windows is a no-no
- Well lit room
- Make subject standout
- Get separate lights
- Flattering lights / diffuse lights
- Use daylight
- Outside, never shoot with sun in face (use a reflector)

AUDIO

- Separate audio recording device
- Don't use the mike in camera
- Get as close as possible
- Recorder, boom pole and shotgun mike (rent <\$50)
- Good quality audio goes a long way

SHOOTING

- Shot list
- Record section by section, edit all together after
- Different focal lengths (normal shot versus close-up)
- Different angle
- Record multiple takes
- Get B-roll
- Look and dress good (De-shine your face)
- Frame Rate (24 fps / 24p)
- Flat camera profile

EDITING

- Finishing touches
- Match video with audio
- Make it flow
- Make colours pop
- Right music
- Add text
- Premiere Pro or iMovie

ACCESS TO GEAR

- DSLR
- Lenses
- Ask friends
- Rental houses
- Vancouver Public Library – Inspiration Labs



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