Subject:　　　　　Lighting - Production - Video Scripting

People want to know about your business. They don't want to hear about it from you.

Best Way to Light A Video Testimonial

Lighting can make a difference in the look and feel of your testimonials. Here are some general tips:

Choose a location with good natural light, such as near a window or outside, to avoid harsh shadows and unflattering lighting. Remember to keep the strongest lightning source behind the camera.

If natural light is not an option, use soft lighting sources, such as diffused LED lights, to create a flattering and even light.

Position the lighting at a 45-degree angle to the subject, slightly above eye level, to avoid casting shadows on the face.

Use a reflector or a large piece of white poster board to bounce light back onto the subject's face and fill in any shadows.

Fluorescent or overhead lighting creates unflattering shadows and can affect the color tone in your camera. You might want to turn them off during recording.

What is behind the subject is as important as the subject. Busy, bright colored backgrounds can be distracting distract the viewer's focus.

The goal is to create a natural and flattering look that showcases the subject's personality and message. Experiment with different lighting setups to find the best option for your specific situation.

Having a solid business idea is great. We want you to leave with a clear picture of what you are doing well and what needs a little boost to start bringing in quality customers and clients. It's easy to feel lost on your marketing journey.

So, join Network, Build, Grow for a First Annual NBG Marketing Connection on April 12, 2023, from 10 am -12 pm at the Tabbris Innovation Center

This event is OPEN to non-members and is a FREE event! Starting Growing your Business 🌱
https://www.networkbuildgrow.com/.../signature-event.../

29 Things to Know When Producing a Video

There are a lot of moving parts when producing any video. This checklist will introduce you to some of the most common and often overlooked elements in video production. Click here to download checklist.

6 Steps to a better video script

Writing a video script does not have to be a challenging task. With with careful planning and attention to detail, it is possible to create an engaging

and effective video. Here are some steps to follow when writing a video script:

1. The purpose: Be clear about the purpose of the video. What message do you want to convey? Who is your target audience? What action do you want them to take after watching the video?

2. The outline: helps you organize your thoughts and ensure that the video flows logically. Your outline should include an introduction, a middle section that covers the main points of your message, and a conclusion. Include ideas for recording locations and any other ideas you might have for each part of your script.

3. The script: With your outline in hand, start writing the script. Keep in mind that video scripts are usually written in a **conversational style**, so use language that is easy to understand and engaging. Also, be sure to include visual descriptions that will help the viewer understand what is happening on screen.

4. Visual elements: As you write the script, think about the visual elements that will accompany it. This includes images, graphics, and video footage. Be sure to describe these elements in your script so that the video producer knows what to include.

5. Edit and revise: Once you have the first draft of your script, read it aloud with someone else in the room. If you don't have anyone, record it on your phone and listen to it later. Do not edit while reading. Mark it and continue reading. When you finish editing and revising, make sure that it flows well and that the message is clear. Also, make sure that it fits within the time constraints of the video.

6. Get feedback: Share your script with others and get feedback. This can help you identify areas that need improvement and ensure that the message is effectively communicated.

By following these steps, you can create a well-crafted video script that effectively communicates your message to your target audience.

If you have a video idea you would like to talk about, click here to schedule a free 30-minute one on one to discuss your idea.

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