

LAUNCH PAD

LESSON 5: SALES VIDEO PRODUCTION

SUMMARY

#1 Recording Your Sales Video- There are two ways that you can record your sales video. The first is an on camera video. Omar uses his iPhone to record all his videos. Smart phones are great cameras to use for recording videos. With an iPhone you can actually look at yourself while you're recording, some phones you cannot do this with.

The second type of video is a screen capture video using keynote.

#2 The Video Set Up Equipment-

Lighting: Omar has been through different types of lighting. Umbrella lights are probably the least expensive lights you can purchase. The light box sets are very affordable and work well but are very fragile (a set of 3 can run approximately \$100-\$120).

Omar currently uses the LED lights (roughly about \$300 each). These are very powerful and unlike the other lights, do not get hot. Therefore, you're not sweating if you're recording for a while. There is no daylight needed when using these types of lights.

Tripod: Omar uses a tripod and an adapter so that he can attach his phone to the tripod and use it to record.

Background: Omar uses a three roller system (purchased on Amazon) which has a white paper, a black backdrop, and a green screen. By pushing a button he can easily bring down whichever backdrop he chooses to use.

Please Note: Links to all the equipment he uses can be found inside of MUA in the Easy Video Solutions training. (Not our affiliate link).

#3 The Audio Set Up Equipment:

Connector: One side plugs into your iPhone and the other plugs into your microphone. When your phone is in video, the headphone jack turns into a microphone input.

The Adapter, Receiver And Transmitter: The brand that Omar uses is Sony (approx \$100 for the pair). The receiver connects to adapter, which connects to the iPhone (you don't need this, you can just connect the wire for your microphone into the phone). The transmitter and receiver need to be set to the same channel. The transmitter will then have the microphone

attached to it.

Microphone: The one Omar uses is from RadioShack and was approximately \$19.99

#4 Testing- Always make sure to test your microphone before you get into recording mode. The worst thing that can happen is that you record your entire video and then realize your microphone was off and you have to start all over.

#5 Bullet Points- It's always best to create bullet points that you can put below the camera so you can easily see it and go from there. Omar takes it on the tripod so he can easily read the bullet points. Omar gets these bullet points from his sales page. This doesn't have to be anything fancy. Omar just uses a piece of paper.

#6 Attaching Your Microphone- What you want to do is attach it to your shirt using some tape. Some people clip it onto their shirt but Omar doesn't like to have the microphone showing so he tapes it inside of his shirt. This should be close to your mouth but out of the view of the camera.

#7 Angling The Camera- You should make sure that only your background is showing on the camera. You don't want any of the wall showing or it will be a bit more difficult to edit out in the long run. This is the time when you want to make sure that the lighting you've set up is in the right position. Meaning, if you're showing shadow in the background then you'll need to adjust your lights so that there is none.

#8 Test Again- You've angled your camera, you've adjusted your lighting. Now it's time to test again to make sure that when you've got the lighting and audio exactly where you want it. You want to make sure that the microphone level is good and that you're not getting any static.

#9 Check Your Recording- You're going to want to take your phone off the tripod, bring it to your computer and download your video. You want to make sure that it looks and sounds good. Remember, you want to keep everything exactly where you have it in case you need to come back and do another take. This way, it will still look the same.

#10 Edit Your Video- Once you've checked that your video has the right sound and look, you're going to want to upload it to a video editing software. Omar uses Screenflow. You're going to want to make your video the correct size you need, which may not be the size that your video was downloaded as.

Once you've made the video the size you want it, you're ready to edit your video. If you've recorded your video on a green screen you can then put an image in the background and remove the green portion of the background. In the video Omar will show you how this is done using Screenflow. If you don't have Screenflow and want to learn how to do it using another software, then you'll need to find instructions on how to do that. Probably on Youtube.

#11 Download The 5-5-5 Template From Module 2- You can find the 5-5-5 template in Module 2 Lesson 1. You can work with this template to create your presentation style portion of your video. Be sure to have your sales copy handy as you'll need it in order to create your slides.

#12 Edit The Slide Template- You're going to want to choose the font that you want to use and change the size of the font if you want to. Delete all but one of the slides so that you can see how to create the bullets.

You can copy the first slide that you've edited over a couple of times so that all the slides look the same.

#13 Use Your Sales Copy For The Slides- You're not going to want to use the exact wording, you'll want to modify it a bit. Take what it says and just change the wording a bit. You may want to take particular parts of the slide a different color to perhaps match your site.

#14 Customizing The Slides- Make sure to add bullets to one of the slides. You can change the arrow icon if you want it to have the look and feel of your site. This means that instead of an arrow, you may want to make the image of a spaceship or a monkey. Whatever it is, you can change them so that it all looks cohesive.

You can also take the time to change the animation of the slides if you want. You can make them slide into the page quicker or slow them down if you want. In the accompanying video, Omar shows you how to do that.

#15 Record Your Slides- Once you've completed creating your slides, it's now time to record them. You should now record yourself reading the slides. Once you've completed your recording, you'll be able to play it back to see and hear how it has turned out. If you're satisfied with the recording, you can now export it to your desktop.

Once you've uploaded your video to Screenflow, if you don't like the way it sounds, you can always change that by editing it inside of right inside of Screenflow. You'll then be able to merge the on-screen recording with the off-screen recording.

You don't have to do this. This is something Omar chooses to do. You can do only on-screen or you can choose to do only off-screen.