

CHECKLIST: QUICK BOMB VIDEOS

BEFORE YOU FILM

MAKE Q-CARDS

- Write down a short and personal intro, and keep it simple! For example, “Hey guys! This is Dorothy, your BrandMaster for Media. I’m glad you’re here and ready to shoot your first video! Let’s go over a few tips and tricks to make it easy and fun!”

SET UP YOUR CAMERA

- Use a tripod stand
- Shoot on landscape mode (side to side) for a ratio of 16:9
- Tidy up for a nice and uncluttered background

CHECK YOUR LIGHTS + SOUND

- Natural lighting / ring lights are our favorites!
- Glasses
 - If you wear glasses, make sure they're not distracting
 - Adjust your lighting or glasses to avoid a reflective glare in your lenses
- Whether a lapel mic, microphone, or just your phone, be sure to also check your sound

CHOOSE YOUR BRAND CLOTHES

- Choose outfits that match your brand color or are very neutral
- No obnoxious patterns or big logos (unless it fits your brand)

DO A TEST SHOT

- Ensure everything looks and sounds how you need it to

*FILM + THEN WATCH
IT TO BE SURE!*

VIDEO RECORDING

HIT RECORD

- Be sure to hit 'record' because it totally sucks when you do a killer take, and realize you forgot to press the record button!
- Smile and take some “still photos” at the beginning and/or end of the video so we can make thumbnails with your face (if you don’t, you might end up with talking face photos where you look like a goober.)
- Before talking, wait a sec and have some quiet so our Creative Director can fade in sound. At end, after talking, wait a min, so our Creative Director can fade out.

USING Q-CARDS

- It’s ok to look at your Q-Cards, but just glance at your bullet points.
- You can have basic Q-Cards or branded ones. It’s up to you!



CHECKLIST: QUICK BOMB VIDEOS

VIDEO RECORDING (CONTINUED)

BREATHE!

- Stop and take a breath
- If you forget what you're saying or mess up, stop, breathe, and start over
- No need to stop filming and lose your momentum. The pause will be your retake
- If you go blank, just roll with it
- If you mess up, note the timestamps to cut (EX: cut out 1:21-1:45).

HAVE FUN!

- Don't try to be perfect. Be you! Know what you want to say and say it your way
- You've got this!

AFTER FILMING

THINK OF VISUALS

- Think of possible B-Roll footage to include in your video
- Use [Pexels](#) and [Getty](#) for stock images and videos. Send us the links and we'll download them.
- Text slides are great too
 - Example:



SCRIPTS

- Send us your video scripts. We'll use it to put captions in the video.

NEED HELP?
ASK A BRANDMASTER!