

Making a Video

Making a video is much easier than you think! Here is a step by step guide for you:

Videos: Keep the videos tight - under 4 min. and include:

- In the video begin by sharing your name and where you are from.

How to do the recording:

- i. We will be using YouTube for our videos so either you need to open a YouTube account OR you can upload it to the Simply Serendipity account. If you want to do it on the Simply Serendipity account, let me know and I will share the password for you.
- ii. You can make a video with your phone, your computer (if you have a webcam) or a camera and upload it to YouTube OR
- iii. If you are doing it on the computer, you can actually record it directly onto YouTube. Once it is on YouTube, you can always download it to your computer, if you want, at a later date. This is my preferred method because it saves room on my own hard drive.
- iv. **Recording directly onto YouTube:**
 - i. Once you have logged into your YouTube account, click on "Upload" in the upper, right-hand corner.
 - ii. In the middle of the screen, you will see a drop down menu with: Public, Unlisted, Private. That refers to how your new video will be posted when you finish recording and upload it. It needs to be "Public" in order for us to post it.
 - iii. On the right side, click on "record" where it says "webcam capture".
 - iv. Click on "Start Recording". (Your camera probably won't be on yet. Don't worry. You can always delete the video, too, so it is okay to run a few tests.) When you click on Start Recording, an "Allow Access" box will come up on your screen. You are allowing YouTube to access your camera and microphone. Click "Allow". This will use your built-in computer camera and microphone. (If you have an external camera or mic you want to use, you can choose those in this box. Across the bottom are several icons you can choose. The two on the far right are for mic and camera. If you choose them, you will get a drop down menu to choose a different mic or camera.) Then click "close".
 - v. When you are done recording, click "Done Recording".
 - vi. You can now either "Upload" your video or "Start Over".
- v. **Uploading a pre-recorded video to YouTube:**
 - i. Once you have logged into your YouTube account, click on "Upload" in the upper, right-hand corner.

- ii. In the middle of the screen, you will see a drop down menu with: Public, Unlisted, Private. That refers to how your new video will be posted when you finish recording and upload it. It needs to be “Public” in order for us to post it.
- iii. Just above that drop down menu is a huge arrow with “Select Files to Upload”. Click, browse and select your video.

Titling Your Video:

- What you name your video and how you describe it is so important. If you don't, the name will be IMG_726 or something and when we post it in the event, that is what you see — weird!
- Name it: Young Living in the morning. Or something like that.
- In the description, give your name and distributor number and briefly what the video is about. Talk about yourself in the third person.

Best video notes: Here are some ideas to make your homemade video more beautiful!

- **Place the camera horizontally:** Vertical videos makes a very weird video with bars on the sides!
- **Don't hold the camera:** If you have a tripod, fabulous! But, if not, rest is on a surface rather than have someone hold it. They cannot be steady enough.
- **Have the light in front of you, not behind:** Do not sit with your back to a window or light. Sit in front so it lights you up. Using natural light is lovely, but not necessary. Using a lamp directed on your will do it, too.
- **Look straight at the computer or up, not down:** When you look down at a camera, it gives you a weird chin thing. Instead, put your computer on a few blocks (I use yoga props) or use a webcam on a tripod. Looking up gives you a brighter look (and keeps you chin from looking like a chicken. :-))
- **Look at the lens, not your computer screen:** I see this all the time! Peeps look at themselves in the computer screen, not at the camera. Then people who are watching the video don't feel like you are looking them in the eyes.
- **Wear a good color for yourself:** Be sure the color you wear looks good on you. Not sure what does? Think about the outfits your friends comment on — it's not the clothes, it's how you look in the clothes that draws out the comments. OR think about the outfit you feel smashing in, that is what you want to wear.
- **Scripting:** Short and sweet is always best. People's attention spans are very brief these days, honor that by being brief yourself. Script out a few notes ahead of time to keep yourself on point, but *do not memorize a script*. Let yourself chat, like you are chatting with a friend.

