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**THE SIMPLE GUIDE**

to crafting

# Professional DIY videos





**So...**

You've got your script in hand, but as you prepare to record your video, you feel confused and overwhelmed...  
Where do you even start?

## **But fear not!**

This guide will simplify every step of the way. By the end, you'll have a professional-looking video without draining your time, energy, or wallet. Together, let's bring your vision to life!

### **STEP 1**

## **Choose a location**

Find a quiet place without an echo. This could be your office or any suitable spot in your home.

HOME OFFICE



ALTERNATIVES



Coworking  
Conference rooms



Library



Photo studio



University  
Collage



Cafe



Museum



Rented  
properties



Park

## STEP 2

# Set up the space

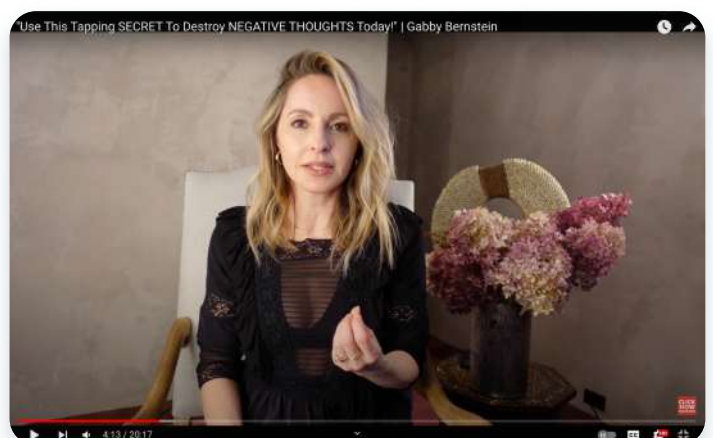
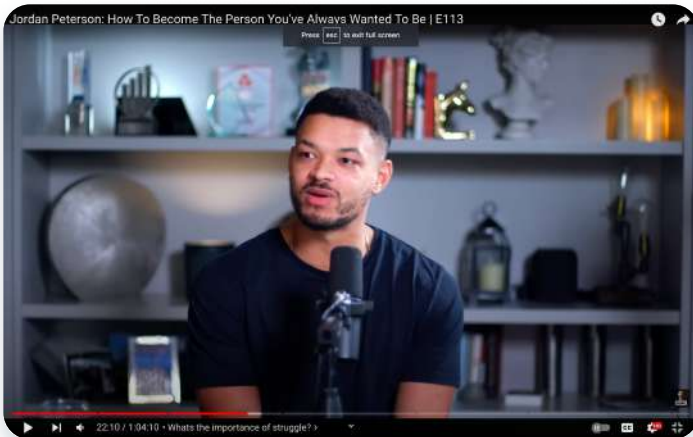
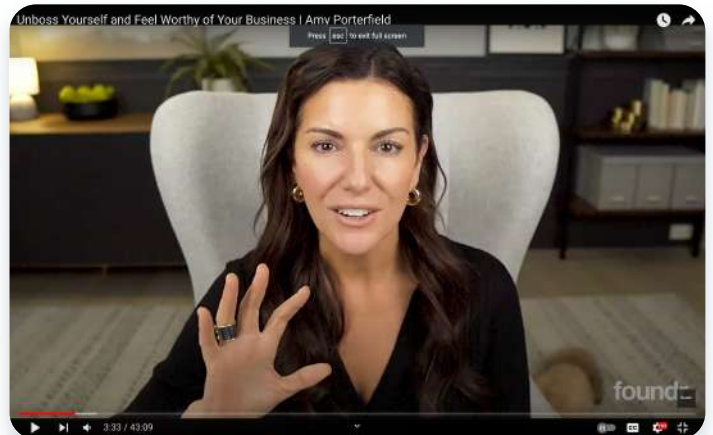
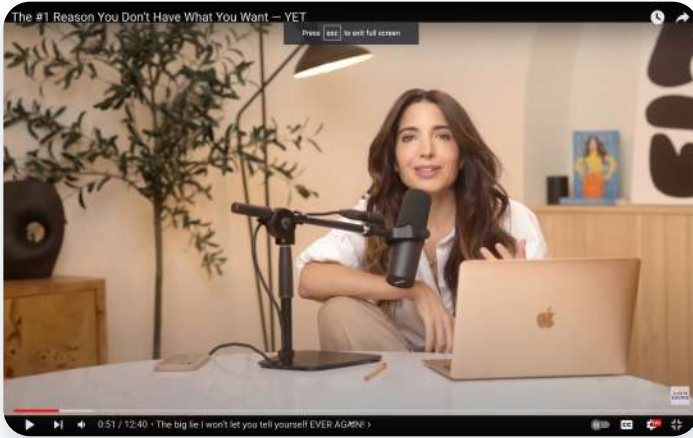
Select a background that includes 1–2 colors of your brand. This could be a subtle accent (a cushion, painting, vase, or other decorative piece) or the primary background color (an entire wall painted your brand color).

When possible, select a setting and props that relate to the subject. For instance, use planners, calendars, and watches for a segment on time management, or charts, graphs, and a professional office setup when addressing business growth strategies.

Feel free to feature objects or symbols relating to your brand.







### STEP 3

## Set up proper lighting

There are two main ways to set up lighting. Choose the option that you find most convenient:

### OPTION 1



Place your light source placed at a 45-degree angle so that one side of your face is well-lit and the other is slightly shadowed. This effect will give your image **depth, dynamism, and energy**.

With this set up, it's recommended to position your subject off centre.



## OPTION 2



A light source (window or lamp) is positioned opposite you, ideally a couple of meters away at face level. This even light will produce a **symmetrical, stable classic look**.

With this set up, it's best to be in the centre of the frame.

## Before 12 pm or after 4 pm

When using natural light, it's best to shoot during the morning or evening hours when the light is soft and diffused.

If you must shoot midday, avoid direct sunlight.



## Additional Advice:

- Ensure the background is also well-lit, but not excessively so, to avoid blending into it.
- If you're in a dark location and need additional lighting, use stationary lamps positioned at face level. Avoid ceiling lights and DO NOT use a flashlight on your phone.
- Don't position yourself with your back to the window.

### STEP 4

## Ensure clear sound

Good sound comes down to capturing everything you DO want and nothing you DON'T.

So to start, make sure your location doesn't have extraneous noises (sounds of transportation or construction from the street, voices of other people, children's laughter).

Next, turn off all devices that might cause unexpected sounds or noise (phone and email notifications). Turn off the air conditioner and fan.

As for capturing your voice — you don't have to go out and purchase anything, but if you have a microphone, use it.



But if you're going to use your camera's built-in mic, try to keep the camera within 2 meters (6—7 ft) so your voice comes through evenly and clearly.

## STEP 5

# Set up the camera

Use your phone camera (rear), laptop, webcam, or digital camera.

Position the camera at eye level.

Secure the camera on a tripod, selfie stick, books, or even tape. Do not hold the camera with your hands, or the video will be shaky.



## STEP 6

# Choose your outfit

Clothes should contrast with the background without distracting the viewer from what you're saying. Opt for solid-colored clothing without images or writing that stands out against the background.

Wear something that makes you feel confident.

If you're wearing jewellery, choose larger pieces and ensure they don't make noise when you move.

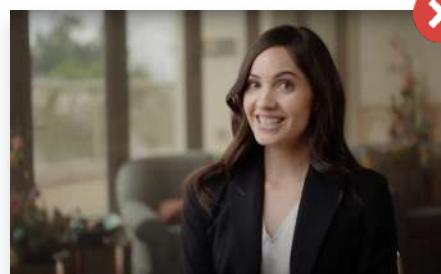
If you're wearing makeup, make it slightly brighter than typical.

If possible, avoid wearing glasses to prevent reflections.

## Choose attire that makes you stand out:

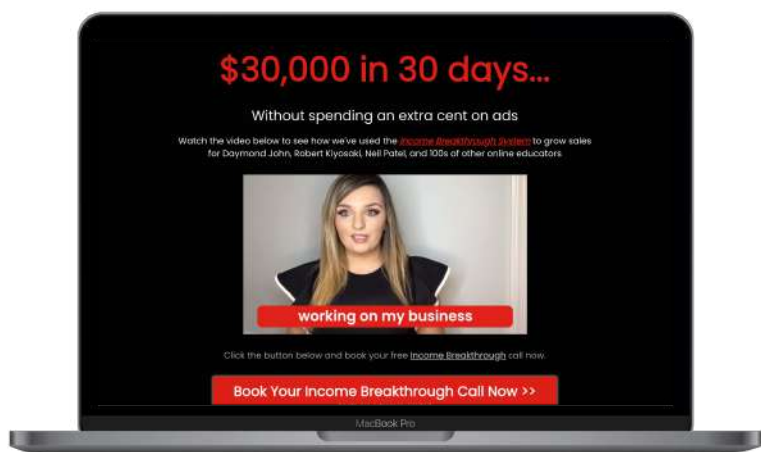


[Video](#) about that



## STEP 7

# Frame your shot



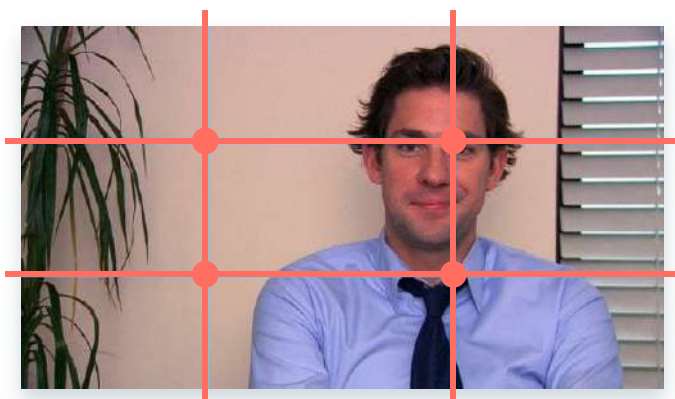
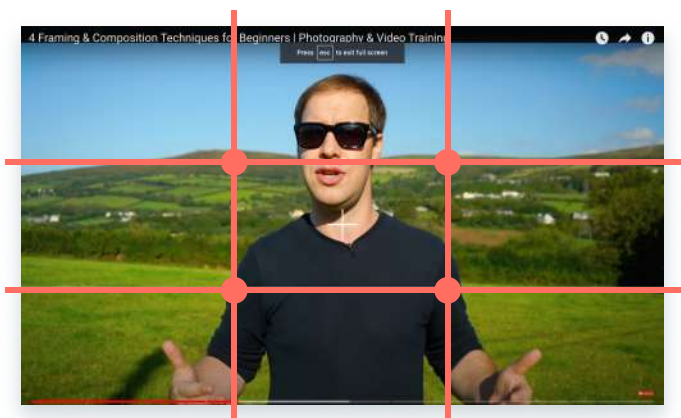
For Youtube videos, VSLs and most long form content, you'll need a **HORIZONTAL (LANDSCAPE)** video format.

Vertical is for Instagram Stories, YouTube Shorts, TikTok.

Stand 2—3 meters (6—9 ft) away from the wall or background.

Position the camera so it shows you from the chest up and just above the head.

## Rule of Thirds



Position yourself and important items on the lines dividing the frame into thirds.



## STEP 8

# Before shooting

Prepare an outline or plan of the video to glance at, but keep looking at the camera.

If you find it challenging to record in one go, break the script into parts (paragraphs or even separate sentences). Record in segments and then stitch them together.

- 1** Wipe the camera lens before every shoot.
- 2** Ensure your face isn't shiny. If necessary, dab it with a tissue.
- 3** Shoot a short test video to make sure everything works correctly and you look good.

**You got this!**

**DONE IS BETTER  
THAN PERFECT**



## STEP 9

# Shoot the thing

Maintain good posture.

Look into the camera, not the screen. You can ask someone to stand directly behind the camera or attach an action figure to talk to.

Use open gestures. It's better not to fold your hands but leave them open on a table (or hanging, if you're standing).

Remind yourself not to fidget with miscellaneous items, as this distracts viewers from your message.

Use moderate gesticulation to strike a balance between being dynamic and static.



## STEP 10

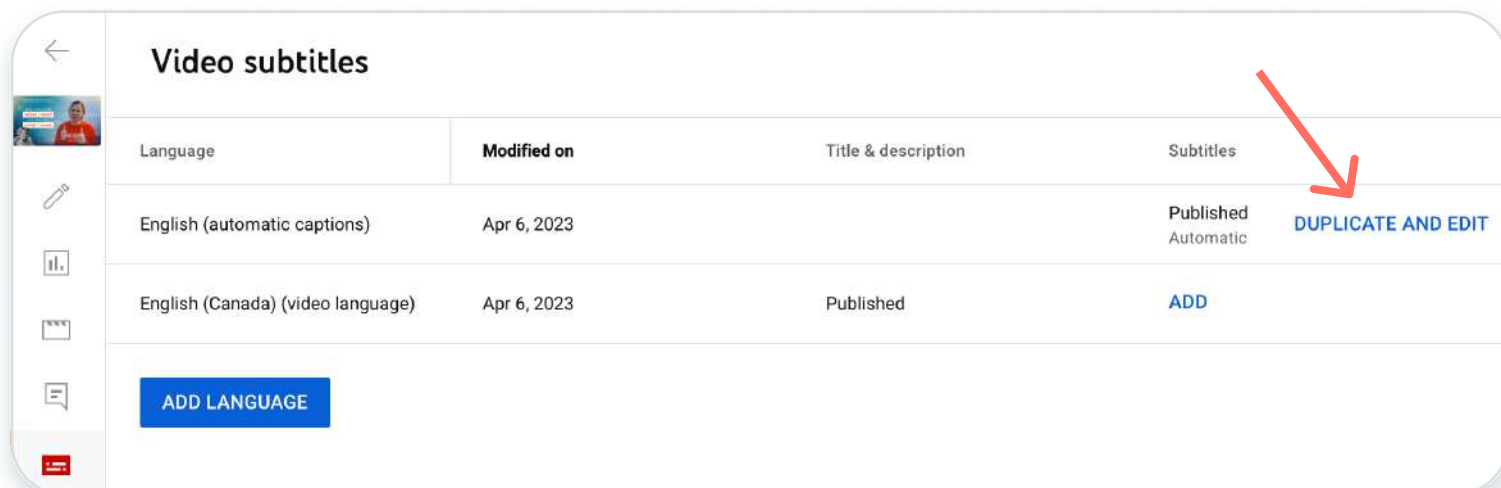
# Edit your video

Choose an editing software that feels most intuitive to you (refer to the list provided below).

Edit your footage. If you recorded the video in one take, trim the “blank” seconds at the beginning and end of the clip. Review the content and remove moments where you hesitated, took unnecessary pauses, or made errors.

**Always use subtitles!**

Next, I recommend adding subtitles directly onto the video: You can auto-transcribe on YouTube by uploading your video there. Afterward, convert this transcript into “burned-in” subtitles using your editing software.





Alternatively, you may choose one of the services that allow you to create and import a subtitle text file and then integrate it into your editing software. Or, opt for one of the services that will fully generate subtitles directly onto your video. A list of programs is provided below.

Don't forget to check subtitles created by any of these methods for potential errors.

Use your brand's color and font for the subtitles.



**CONGRATULATIONS!**

Upload your video to a hosting platform and wait for the link to be generated.

Congratulations! Your video is now ready to be viewed and adored!

# Useful programs

## COMPUTER

## PHONE

### SCREEN RECORDING

Loom  
OBS Studio

Built-in iPhone app  
AZ Recorder (Android)

### EDITING

iMovie,  
DaVinci Resolve

CapCut  
InShot

### TRANSCRIPTION & SUBTITLES

Otter.ai  
Descript  
Rev  
Youtube  
Loom (paid plan)

MixCaptions

### HOSTING

Youtube  
Wistia



**Good luck!**