

THE a-list

LIGHTS, CAMERA, ACTION!

Essential items for being on camera whether you're doing a private zoom call or broadcasting a LIVE video on social media:

Lighting

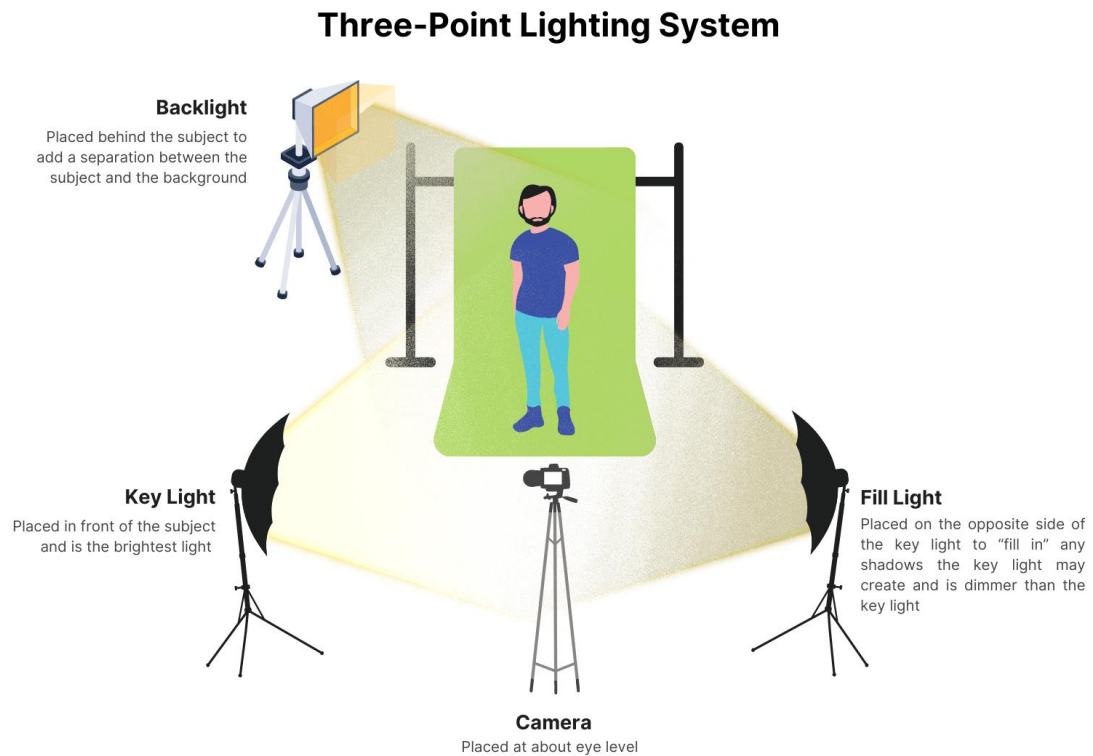
A three-point lighting set up is ideal.

The key light, backlight, and fill light all make up the three-point lighting setup. Three-point lighting is a standard method used in visual media. By using three separate positions, you can light yourself while also controlling shadows produced by direct lighting.

At the very least, a ring light, or facing a window, give very good general lighting.

For a three-point set up, you'd need an umbrella type lamp and a third light source.

Here is a tutorial for three-point lighting:



<https://streamyard.com/blog/live-streaming-equipment/how-to-set-up-a-three-point-lighting-system-key-fill-backlighting>

Recommendations:

https://www.bhphotovideo.com/c/product/1538315-REG/westcott_403l_c_ulite_led_3_light_collapsible.html/?ap=y&ap=y&smp=y&smp=y&lsft=BI%3A6879&qad_source=1&qclid=CjwKCAiAyp-sBhBSEiwAWWzTnsuvHsWMI24WavC3Cf3SlYAOi38Pf1MQTwIEHjG6Zixk2_ilzTosABoCukgQAvD_BwE

https://www.amazon.com/Fancierstudio-Lighting-Point-Fluorescent-Umbrella/dp/B003Y31FHC/ref=sr_1_3?crid=ZVOVTY44LDGX&keywords=three+point+lighting+kit&qid=1703424966&sprefix=three+point+lighting+kit%2Caps%2C100&sr=8-3

A Good Camera

Your computer's camera is serviceable. Your phone, if recording video for posting later, is very good. However, if you're ready to upgrade, here is a terrific camera that is not going to break the bank:

https://www.bhphotovideo.com/c/product/1547008-REG/logitech_960_001280_stream_camera_plus_graphite.html/?ap=y&ap=y&smp=y&smp=y&lsft=BI%3A514&gad_source=1&gclid=CjwKCAiAyp-sBhBSEiwAWWzTnkGjle7CvLLRQ7VeoW232xunYfbitPpYxz_YYuDlzP5ilY0OEJpqQRoChs0QAvD_BwE

An External Microphone

Not a must when you're starting out, but when you are ready to upgrade and especially if you're going to do your own podcast, you'll need a better microphone than your computer or camera can provide.

Here is a reasonably priced and easy to use mic:

https://www.amazon.com/Logitech-Creators-Condenser-Microphone-988-000100/dp/B00N1YPXW2/ref=sr_1_4?crid=GUVWVIP7MOIZ&keywords=blue%2Byeti%2Bmicrophone&qid=1703425438&srefix=blue%2Byet%2Caps%2C199&sr=8-4&th=1

When I use my phone for videos and want the highest sound quality, I add this mic to my phone:

<https://www.shure.com/en-MEA/products/microphones/mv88?variant=MV88%2FA>

On-Camera Technique

It is not difficult to look like a pro on video, but it's awkward. The key is to speak into your camera lens. Picture someone you really care about being in your lens or even put a photo of a friend or loved one right under your camera so that you remember to make eye contact with your audience.

You may feel compelled to look at your screen or at yourself when you're speaking, but your audience does not experience you connecting with them. When you look down the barrel of the lens, your audience feels like you are looking right at them.

Remembering to smile and act like yourself (not some stuffy version you think you should be) is the rest of the formula. It takes practice, but the return is worth it. Your audience gets to build their "know, like and trust" factor with you, which leads them to follow your content and eventually buy from you.