



Video that leads to Money:
Pay attention to the details



BLOGGERS are still 2nd class fringe marketers to media. WE'RE guests, we're featured experts, we're

Novelty

TV, radio, magazines are well crafted, well oiled machines. Lighting, font, logo, messaging, focus, clarity, color, depth ... have all been perfected over the decades.

We are barely catching on. Marie Forleo and Philip DeFranco are blazing the way. Let's not let their paved highway go unheeded.



Pay Attention to Media

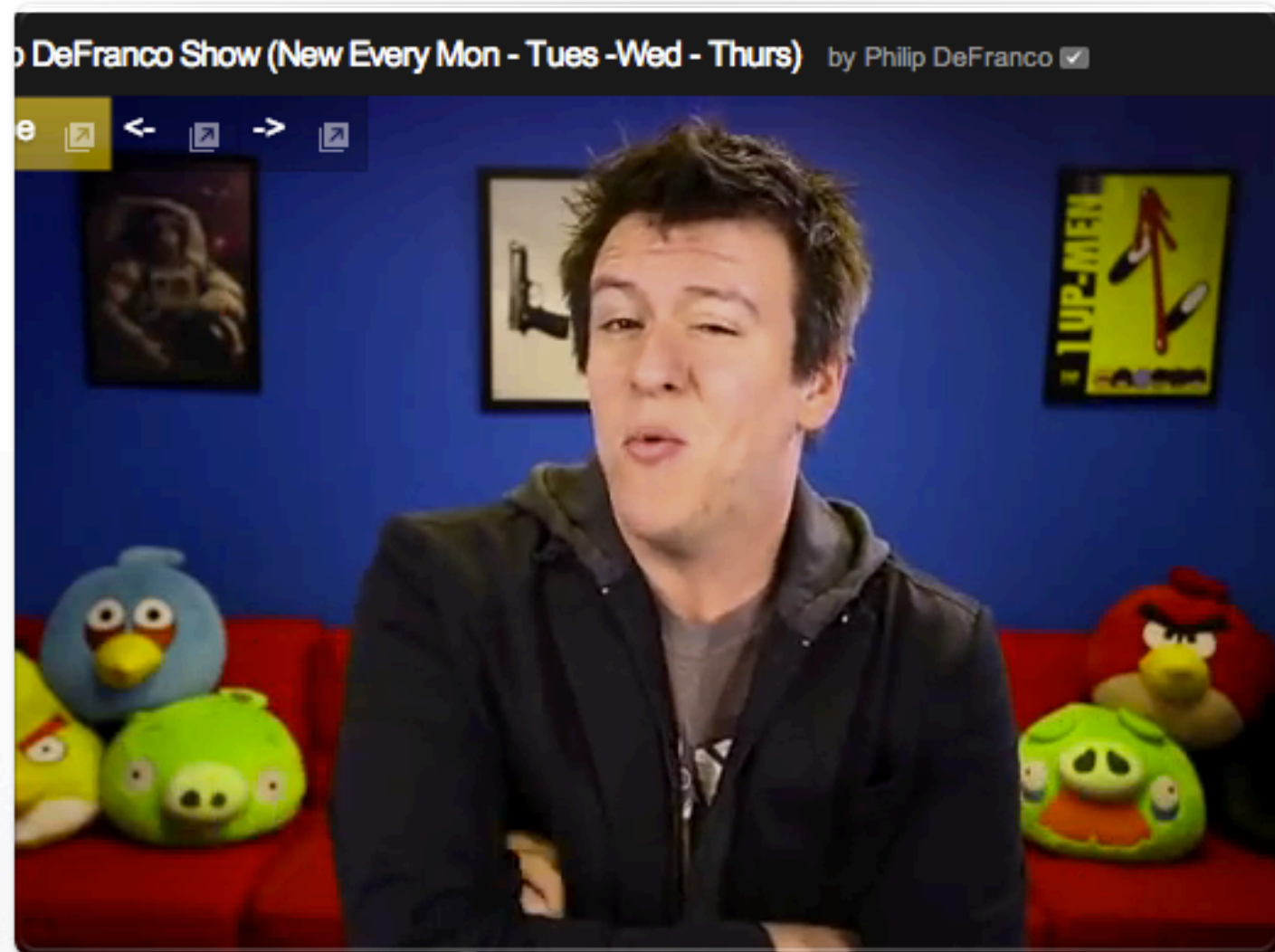
Ever watch a 5 year old make a grilled cheese? Do you know instantly when they are doing something wrong?

That's what it is like when experienced media people are looking for Bloggers to work with. They can see instantly the things we're doing wrong.

Let's get better.



Color & Lighting



Philip DeFranco, who recently made the jump from YouTube to TV, goes with brilliant color, terrific backlighting, clear use of Sponsor visibility in the background and a personal style that meets the expectations of his audience. Backlighting can really give the video pop, if the color justifies the light.



Professionalism



The genius of Marie Forleo lies in her use of color, high quality camera, HD quality film and personal style. Marie is never on camera in boxers and tank top. She looks the part of media mogul all the time.



Use of Backgrounds



In this video shot, Glen used a revolving chair/table that moved with the camera exposing 360 degrees of thematic background pieces. The background, left somewhat dark, was just that. Background. All the lighting remained on the subject cards in the front. Lighting creates a pattern disconnect the way color does on websites.



Dressing for Video



Jennie LeAnne from Blogging Concentrated Denver suggest wearing solid colors for TV shoots because the backgrounds are always varied and busy. Also studio lighting is usually 38 degrees downward, the goal of which to reflect any “shiny-ness” down away from the camera. But glistening skin still washes out in the lighting. Even men need to wear extra foundation makeup.



Video Angle & Perspective



In this Charlie Puth video, the angle is through a window as if a 3rd party were looking into this moment. Her head covering the rear bulb so as to not be a glare in the lens. The light behind him gives depth to his face, and also lengthens his face.



Perspective and Narrative



In this similar magazine shoot, we get the third party feel. This blurry effect takes the “who” out of the picture and makes the “collaboration imagery” the focus. Blurry can serve a purpose.



Video Angle Creativity



Love love love the angle here. More so than the Charlie Puth video through the window pane, this back of couch angle leaves very few details to worry about. Pants, clothes, makeup ... all but irrelevant. And it is different.



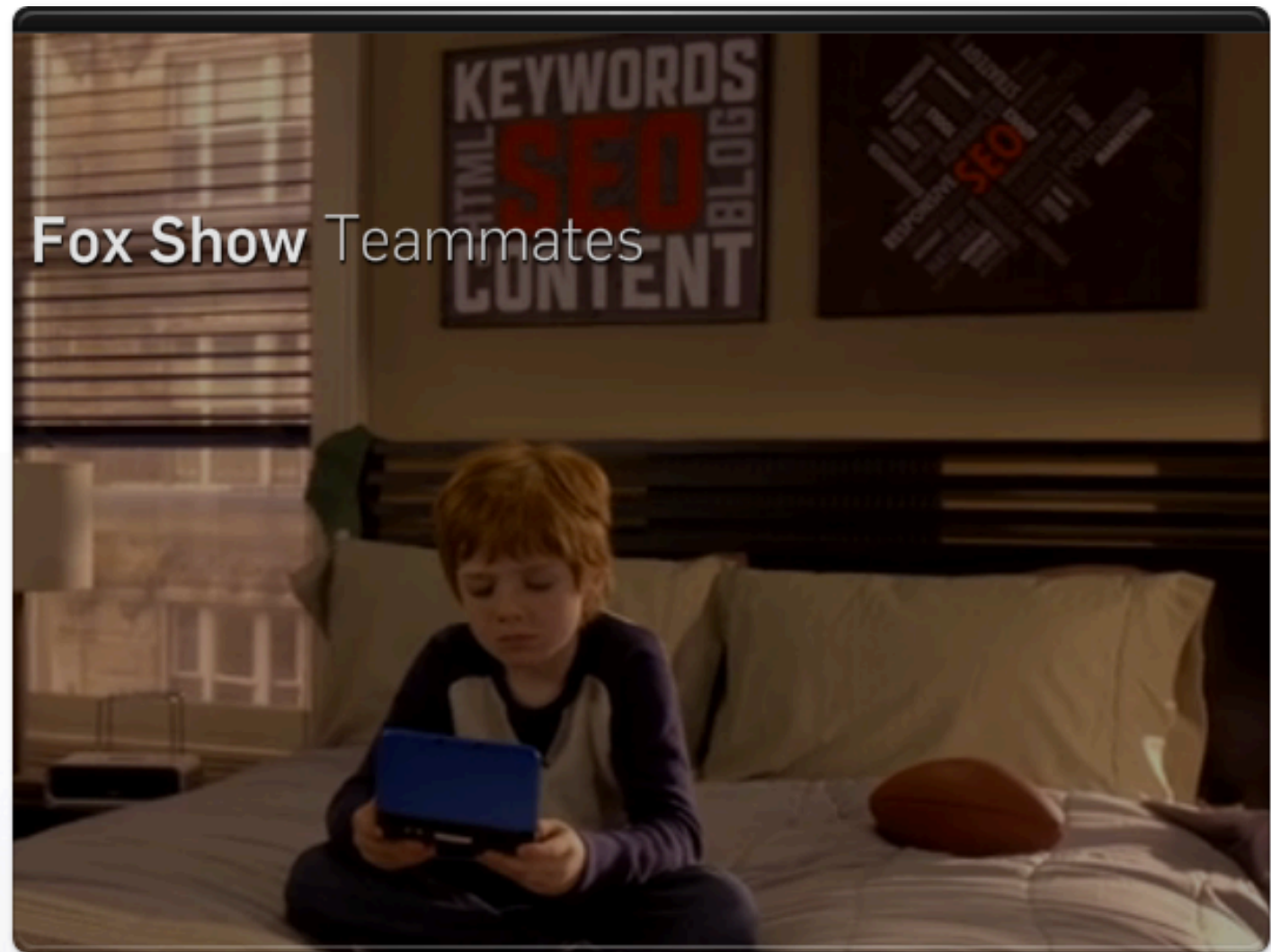
Video Backgrounds



Really poor lighting for a video product, but this is from a live shoot where the lighting created an ambiance for the audience. What I found interesting here was the use of speaker cases as the backdrop for this “music” discussion. Not distracting but clearly thematic.



Video Backgrounds



Philip DeFranco, YouTube Superstar, uses this background poster technique as a revenue source. His “posters” like the ones on this Michael J. Fox TV show set are then for sale on his website.



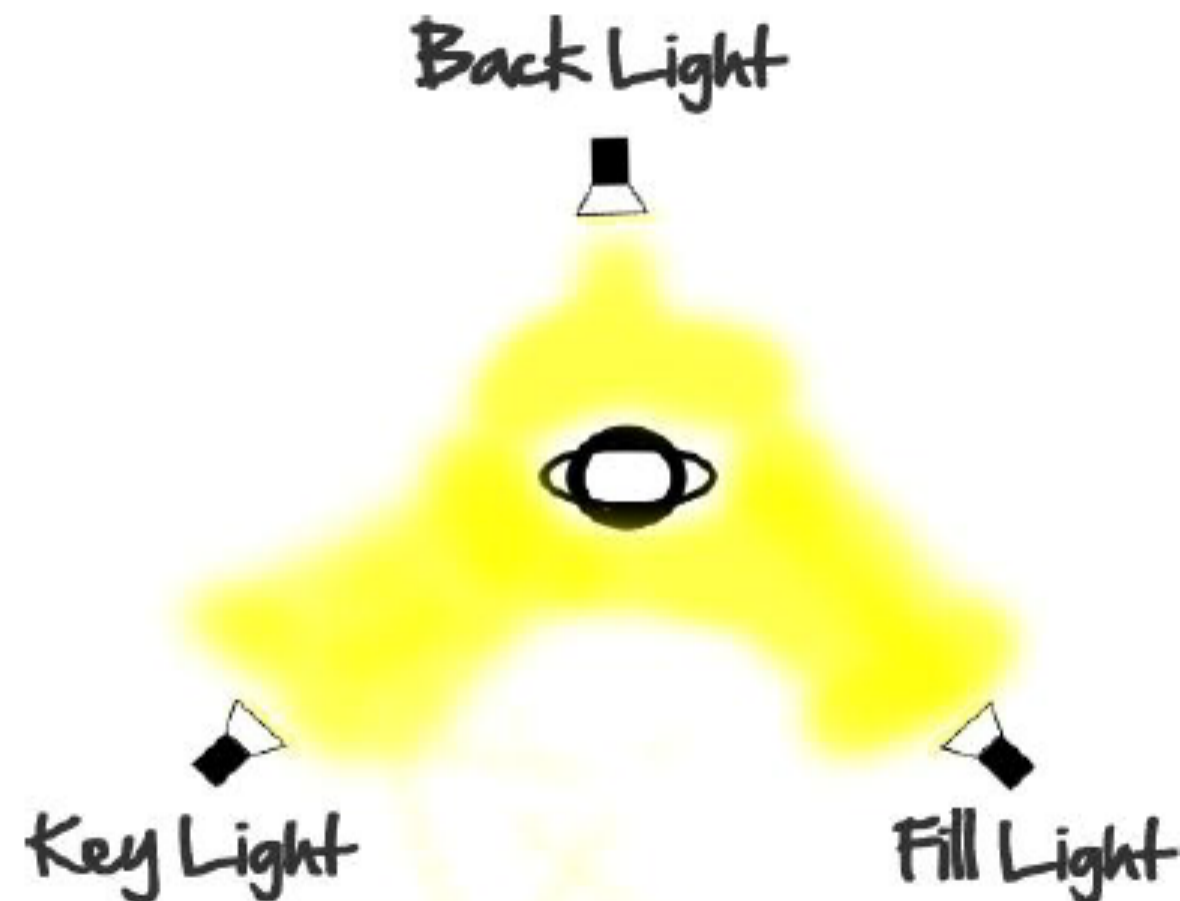
Create Depth in your videos



See how this header shows a great deal of depth with simple shading and light. Depth really gives video a different feel. Standing in front of a white wall really limits the emotional connection to the images. Video with room behind you. If you have small rooms, don't hesitate to stand in the door jamb so the entire room opens up behind you.



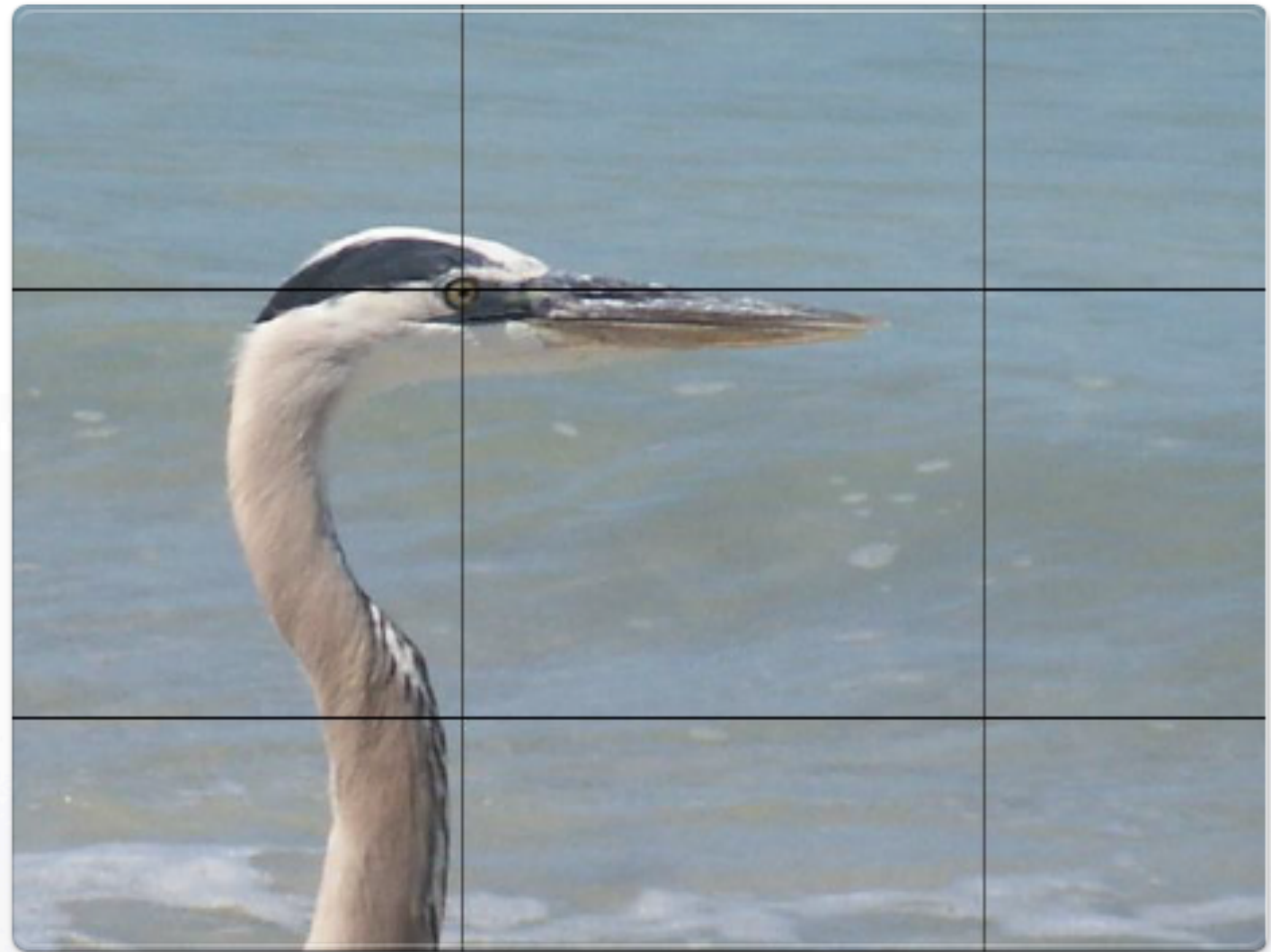
Three Point Lighting



Place your key light, most powerful one, on the same side that the camera is on. Place a fill light at the opposite location to fill in all the shadows that the key light creates. Use a back light to create true edges on your body and to separate you from the background. Notice that in the next Philip DeFranco scene:



Rule of 1/3's



The rule of 1/3's. Divide the frame into 9 equal parts. The lines that divide these parts should guide the placement of your subjects. Instead of smack dab in the center, line up the eyes with the intersecting lines.



Lighting the Face



Lighting can also change things. If your subject has a round face (or one you want to appear skinnier) lighting the face at a 45 degree angle puts a shadow on part of the face making it look narrower overall. If this produces a more confident subject... better video.



Lighting the Face



Conversely, for faces that are narrower or have high cheek bones, placing the lighting source above the subject accentuates the cheek bones making the subject appear more fashionable, with more defined features.



Eye Contact



Look at the camera. Looking down at the screen is distracting and not personal. If you need to read a script, use freeteleprompter.com and set the prompter to display at the very top edge of the screen.



Title Sequences



Opening and closing title sequences can be made for pennies by professionals on sites like Fiverr.com. Being able to give your videos the same look and feel as your website really screams professional.



Affordable Lighting Package



If you're looking for a great lighting kit, we recommend this one on Amazon.
Diffusers for soft lighting, small light to remove chin shadows and quite portable.
[\\$63.00 on Amazon](#)



Come to a Blogging Concentrated event where we talk about how to structure your videos to move people from one video to the next. We talk about how to use your awesome to turn video into a traffic source.



BLOGGING
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Very few professionals make it to the big leagues. When it comes to bloggers making the leap, it seems like fewer.

Don't let your amateur status prevent you from producing great quality videos. Just a few small changes, and you'll be media-ready in no time.