# How to film great videos on your phone

Tick each box as you go. Full guide: shafintaosifstudio.com/guides/film-videos-on-your-phone/

Project _____ Date _____ Filmed by _____

**What you need** Your phone | A window | A quiet room

## 01 Start with the questions people ask

VIDEOS TO FILM

- [ ] How does it work?
- [ ] Is it right for me?
- [ ] What happens next?
- [ ] Who's behind it?
- [ ] You: Who you are and why you do it.
- [ ] Your work: How it's done, behind the scenes.
- [ ] Your customers: Real people, in their own words.

## 02 Set up the phone properly

- [ ] Film horizontally for YouTube and your website, vertically for Reels, Shorts and TikTok. If you need both, film horizontally with space around you and we can crop.
- [ ] Use the main (back) camera, not the selfie camera. It is sharper and handles light better.
- [ ] Put the phone on a stable surface or a cheap tripod at eye level. A stack of books works.
- [ ] Clean the lens. It sounds obvious, but a fingerprint is the most common reason phone footage looks soft.
- [ ] Lock focus and exposure by pressing and holding on the speaker's face before you record.

## 03 Use the light you already have

- Face a window, with the window behind the phone.
- Soft daylight on the face looks better than any ceiling light.
- If you film in the evening, switch off mixed lights so your skin doesn't turn green or orange.
- One lamp in front of you, slightly to one side, is enough.

## 04 Get clear sound in an ordinary room

- [ ] Quietest room, door closed
- [ ] Fans and air conditioning off
- [ ] Notifications silenced
- [ ] Phone within arm's length
- [ ] Soft furnishings, not bare walls

**Optional upgrade** If you later want to upgrade, a small clip-on microphone is the one purchase that makes the biggest difference. It is optional, not required.

## 05 Talk to the camera like a friend

DO

- [ ] Look at the lens
- [ ] Picture one person you're helping
- [ ] Short sentences, plain words
- [ ] One idea at a time

AVOID

- Watch yourself on the screen
- Read a script word for word
- Talk to "everyone out there"
- Rush to get it perfect

## 06 Check what's in the frame

- [ ] People: Permission from anyone on camera.
- [ ] Screens: Laptops and phones out of shot.
- [ ] Background: Tidy, simple and free of clutter.
- [ ] Personal details: Addresses, names and documents hidden.

## 07 Send the clips and let the edit do the heavy lifting

- Upload the original files from your phone to Google Drive, Dropbox or WeTransfer rather than sending them by messaging apps, which compress the video.
- In the edit we tighten the talking, balance color and sound, add captions and simple graphics, and deliver versions for your website, YouTube and social media.
- If you would like help planning your first videos, book a call.
- We will plan the shots with you and show you how to film them, then handle the whole edit.

**Filmed everything? Send it to us.**
Upload the original files to Google Drive, Dropbox or WeTransfer, then share the link. We edit it into a finished video, with unlimited revisions.

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