How to film a great VSL on your phone

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

Project _____ Date _____ Filmed by _____

What you need Your phone | A window | Your outline

01 Start with the questions your buyers ask

VIDEOS TO FILM

- [ ] Why should I listen to you?
- [ ] Will this work for me?
- [ ] What exactly do I get?
- [ ] What if it doesn't work?
- [ ] The hook: The first 30 seconds, filmed several ways.
- [ ] Short tips: One idea each, for social media.
- [ ] Client stories: Results, in their own words.

02 Set up the phone properly

- [ ] Film horizontally for your sales page and YouTube, vertically for ads on Reels 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.
- [ ] Set the phone at eye level, about an arm and a half away, with your eyes near the top third of the frame.
- [ ] 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

- Sit facing a window, with the window behind the phone.
- Soft daylight on the face looks better than any ceiling light and makes you look rested and trustworthy.
- Film every section at the same time of day, or the light will change between parts of the VSL.
- If you film across several days, note where the phone and chair stood so the shots match.

04 Get clear sound in an ordinary room

- [ ] Small, furnished room
- [ ] Fans and air conditioning off
- [ ] Phone within arm's length
- [ ] Airplane mode on
- [ ] Same spot for every section

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 one buyer, not an audience

DO

- [ ] Look at the lens
- [ ] Picture one ideal client
- [ ] Speak in short sections
- [ ] Keep your energy up at the start

AVOID

- Read a script word for word
- Talk to "everyone out there"
- Film it all in one take
- Rush the guarantee and next step

06 Keep claims and client details honest

- [ ] Client permission: In writing, before names, faces or results appear.
- [ ] Screen recordings: Emails, accounts and notifications hidden.
- [ ] Results: Real numbers you can back up.
- [ ] Documents: Contracts and names kept out of shot.

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 every section, put them in the order that sells, add graphics for the moments that matter and captions throughout, and deliver the full VSL with ad cut-downs.
- If you'd like help planning your VSL, book a call.
- We'll map the structure with you and show you how to film it, 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.

taosifshafin@gmail.com
WhatsApp +880 1785 649845
shafintaosifstudio.com