



Tips for Creating a Great Video Introduction

1. Prepare your script

The foundation of a great video starts with a well-prepared script.

- Write it out: Craft a clear and concise script that highlights your key points.
- Practice: Rehearse until you can deliver it naturally and confidently, without sounding rehearsed or robotic.

2. Select your recording equipment

You don't need fancy gear to record a high-quality video.

- Smartphones or computers are perfectly sufficient.
- If available, dedicated cameras can be used for an extra professional touch.

3. Record in horizontal orientation

Use horizontal orientation for your video. This ensures a professional look. (Avoid the vertical framing commonly seen on social media.)

4. Choose the right location

Your recording environment plays a crucial role in the quality of your video. Focus on two key aspects:

- Lighting:
 - If you have access to lighting equipment, such as light rings, use them to ensure your face is well-lit.
 - Natural light often works best. Position yourself facing a window with natural light streaming in. The camera should be placed between you and the window to avoid backlighting.
- Background:
 - Select a clean, uncluttered background. Ensure it's appropriate for a professional setting.
 - Turn on all lights in the frame (lamps, ceiling lights) to add depth and avoid shadows.

5. Ensure clear audio

Good audio is as important as good visuals.

- If you're close to the camera, your device's built-in microphone should suffice.



- Eliminate background noise: Make sure there's no TV, music, or other distracting sounds (e.g., AC hum, traffic).
- If you'll be further from the camera, use a secondary device (like another phone) to record audio separately. You can sync this audio with your video using basic editing tools.

6. Dress appropriately

- Wear neutral, solid-colored clothing for a professional look.
- Avoid clothing with logos unless it represents your business.

7. Use positive body language

Your non-verbal cues speak volumes.

- Smile: A genuine smile makes you appear approachable and confident. Fun fact: LinkedIn studies show people with smiling profile pictures are more likely to receive investor interest.
- Maintain good posture to convey confidence and enthusiasm.

8. Look directly at the camera

To connect with your audience, look straight into the camera lens.

- Avoid the instinct to watch yourself on the screen or look at notes.
- Direct eye contact through the camera makes your message more engaging and personal.

9. Speak clearly and at a comfortable pace

- Slow down: Remember, your audience is hearing your ideas for the first time.
- Enunciate: Clearly articulate each word to ensure your message is understood.

10. Get creative if you can

- If you have experience with video or audio editing, feel free to enhance your video.
- Add transitions, graphics, or background music to make your video more engaging. Just ensure the focus remains on your message.