

VIDEO CONTENT CREATION



SETTINGS

Clean your lens

Good lighting (window)

High Quality video

Settings > Camera > record video > 4k at 30 fps



Turn on photo grid.

Settings > Camera > composition > grid

Experiment with exposure.



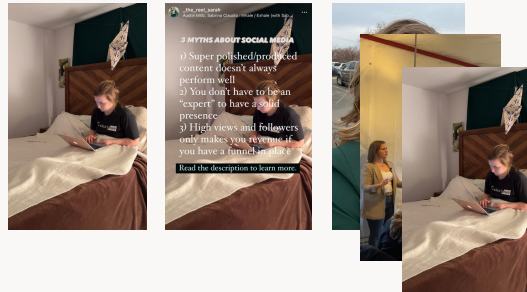
Preserve the richness of colors and texture detail. When you're about to record a video, tap the subject, or the thing you want to be in focus, wait for the sundial and drag it down

Remember, what's more important than video settings and editing are:

- posting consistent content that offers value to your audience
- build community and interact on the platforms
- progress over perfection

EASY CONTENT HACKS

Establish the habit of filming your everyday activities. Save videos in a specific album in your photos app.



Video
+
trendin
g audio

Video
+
voiceover

Video
+ text
on
screen

Paired with
other clips
for a
montage



Experiment with angles.

Get the same footage from different angles. New angle every 6 seconds keeps attention.

Practice talking to camera, explainer videos – show your expertise w/o editing. Script out videos.

Start with a hook to grab attention

Fill in the story briefly (fill w/keywords)

Call to action

Add captions/text on screen

APPS AND TOOLS

CREATION

Tripod

Instagram/TikTok

CapCut

Canva

SCHEDULING

Later

Metricool

Canva

OPTIMIZE YOUR PROFILE FOR CONVERSION

Free profile audit



If you use these tips, tag me so I can see!
@_the_reel_sarah