

8 Tips for Creating Epic Videos With Your Mobile Phone



Creating videos changed the trajectory of my career. Whether I am posting them on LinkedIn, sending a video message to new connections, or including them as part of my prospecting cadence, I am building my personal brand. That brand has resulted in millions of views and dozens of closed deals. And the good news is that you don't need much to get started. It's easier than ever to start creating video content and building your brand.

Here's my checklist to be a top social seller with the device that's right there in your pocket.

✓ Set your video quality to the highest level

Maximize your video settings. You'll be able to tell a difference.

✓ Use the camera on the back of your phone

The back camera is normally better quality than the front camera. Even though you won't be able to see yourself recording, it is worth it for the better quality video.

✓ Use natural lighting

Sit in front of a good light source. Ring lights are ok, but nothing beats natural light. If you're unable to achieve natural light, simply open a completely white image on your laptop and turn your brightness up to light up your face.

✓ Record within two metres of your phone

If you are using your mobile phone as both a camera and microphone, two metres seems to be the sweet spot for audio quality. Plus, try to film in a location that is as quiet as possible so your voice is the focus of the video.

✓ Get a mobile phone stand

Holding your phone in your hand and making selfie content isn't going to work long term. You need a stand to shoot videos hands-free. In a pinch, cut two slits into a cardboard toilet roll. Your phone will slide right in and you'll have an instant phone stand.

✓ Mix up your background

If you're consistently filming in the same location your content will feel repetitive.

✓ Explore your camera roll for inspiration

Your personal brand is personal to you. What better way to share aspects of your life with your network than exploring your camera roll. I've found that the more I let my audience into my life, the bigger my engagement has been.

✓ Take note when ideas hit

Don't count on remembering – use the note taking application on your phone to jot down content ideas.

If you like what you read, give me a [follow on LinkedIn](#) and check out my [6 social selling secrets](#).