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ENERGY PSYCHOLOGY CERTIFICATION

MARKETING MODULE

YOUTUBE VIDEO
PRODUCTION GUIDELINES

Below you will find YouTube production guidelines we have developed after years of creating videos on YouTube. These guidelines are to be used in every video you create. They are rules that you should follow to ensure a strong and shareable video.

1. Look at the camera with your eyes. Especially at the beginning of the video and the end. Avoid looking at the screen if you're filming a video off your laptop, or looking at the lens if filming with a camera.
2. Be "on" when the video starts. Smiling already -- at least with your eyes. No dead space. They must feel as if they just "bumped into you" and the conversation started.
3. Keep smiling on and off throughout your video.
4. The trifecta of video communication is Authenticity, Power, and Clarity (APC). Be authentically yourself, don't pretend to be someone you're not. Give yourself permission to share who you really are on camera. Teach with conviction and power. Be confident in what you're saying. And lastly, be clear in your teachings. Simplicity and clarity help people learn and understand concepts easily.
5. Keep your videos to the point. Don't ramble and bore people.
6. Don't over edit the video or re-do takes until they're perfect. "Spontaneous beats Slick". In other words, if you make a small mistake, it's fine — it shows you're human. Be spontaneous.
7. Talk to ONE PERSON. Keep the communication "one-to-one". Avoid "guys", "girls", "folks", "everyone", "you all", etc. So, say "Today I'm going to teach you...", don't say "I'm going to teach you girls today..."
8. Film with cool backgrounds — scenery, library, nice part of your home, etc. Avoid the "bedroom vibe".
9. Practice becoming comfortable with "ones takes". This way you can get videos done faster, and also let your authenticity shine and spontaneity shine.
10. If you can, have two different cameras filming simultaneously from different angles. That way you can edit your videos so it cuts between the two angles, like they do in movies and TV shows.

11. Videos should be a passionate conversation with someone you care about. Not an educational class. Keep the “dryness” to a minimum.
12. Play around with lighting before you hit the record button. See how the lighting looks on the camera before you begin filming. Try a lighting setup (we have some recommendations in our YouTube Equipment tutorial). Natural light also works very well.
13. Check your sound. Make sure you don’t have disruption from the wind, traffic, and other people. Make sure your hand isn’t covering the mic.
14. End every video with explicit call to actions. Make sure to tell them to subscribe, like the video, and leave a comment. An example would be “ If you liked this video, make sure to click the like button. Also, subscribe for more videos just like this if you haven’t already, and tell me in the comments how long you’ve been using EcoMeditation for. See you in the comments!”

