One Button Studio Best Practices

Tip #1:
Script your video

- plan what you're going to say
- practice
- have cue cards if you need them

Tip #2:
Clothing choices

- if you're using the green screen, **don't wear green**
- avoid noisy jewelry, distracting patterns, or pastel colors
- look neat; everything will show up on camera

Tip #3:
Recording

- it's best to keep your recording between three and five minutes; people lose their attention quickly
- if you need more time, you can break your video into smaller sets

Tip #4:
Posture

- shoulders back, head up straight
- eye contact with the camera, smile
- Count to five before you begin

Tip #5:
Audio

- project your voice, but don't shout, the microphone will pick you up
- enunciate
- keep your conversation level (shouting vs whispering)

Tip #6
Presentation

- if you're going to use PowerPoint as well, keep the slides minimalist, so as not to distract your audience

Remember to have fun and be yourself—the one button studio is here to make things easier for you.