

wishpond HOW-TO

# How-To Create a Kickass Video



[wishpond.com](http://wishpond.com)

## 1. A Digital Camera

*(We use a Canon T3i)*

That said, you can make awesome videos with any kind of video camera imaginable (including your phone).

A better camera is better, but by no means the most important part of creating an awesome video.



Get the one we  
use on [Amazon](#)

## 2. A Green Screen



A simple green screen is relatively cheap online, but you can also make one by buying a bright green sheet from a haberdashery.

Green screens allow you to put any background on your videos (in the editorial stage)

Get the one we  
use on [Amazon](#)

## 3. A Good Mic

*(We use a Shotgun mic).*

Good audio is the main difference between a shoddy video and a professional one.

Be sure to test how your video's audio sounds coming out of headphones as well as computer speakers.



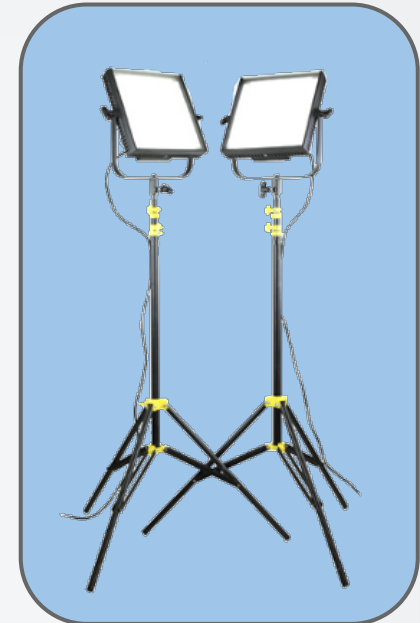
Get the one we  
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## 4. Lighting

Use warm (yellow) lighting above so you don't look like a ghost, but white light as well to make it bright.

We use natural light that comes through the window and a couple of light stands that we bought from a hardware store.

But test your own lighting to determine if a blacked out room and solid light sources yields a better result for you.



## 5. A Tripod for the Camera

*(We use a SLIK 143)*

While it is possible to pose your camera on a bookcase or something, we recommend investing in a tripod nonetheless.

It allows you to get behind the camera as well as move the point of view.



Get the one we  
use on [Amazon](#)

## 6. Video Editing Software

*(We like Apple's Final Cut Pro)*

It doesn't take long to get the basics of video editing, and it makes all the difference.

It also makes it far easier on the star of your video, as they don't have to get every take exactly right. They also don't have to remember as much, as they simply speak a line they know and you can patch them together in editing.



Get the  
software we  
use from [Apple](#)

## 7. A YouTube Account

YouTube Video Upload from Beginning to End:

1. Upload the video to your YouTube account
2. Put in your title (no symbols)
3. Put in your description with bullet-points
4. Add links to your website, tags
5. Make and import a thumbnail image



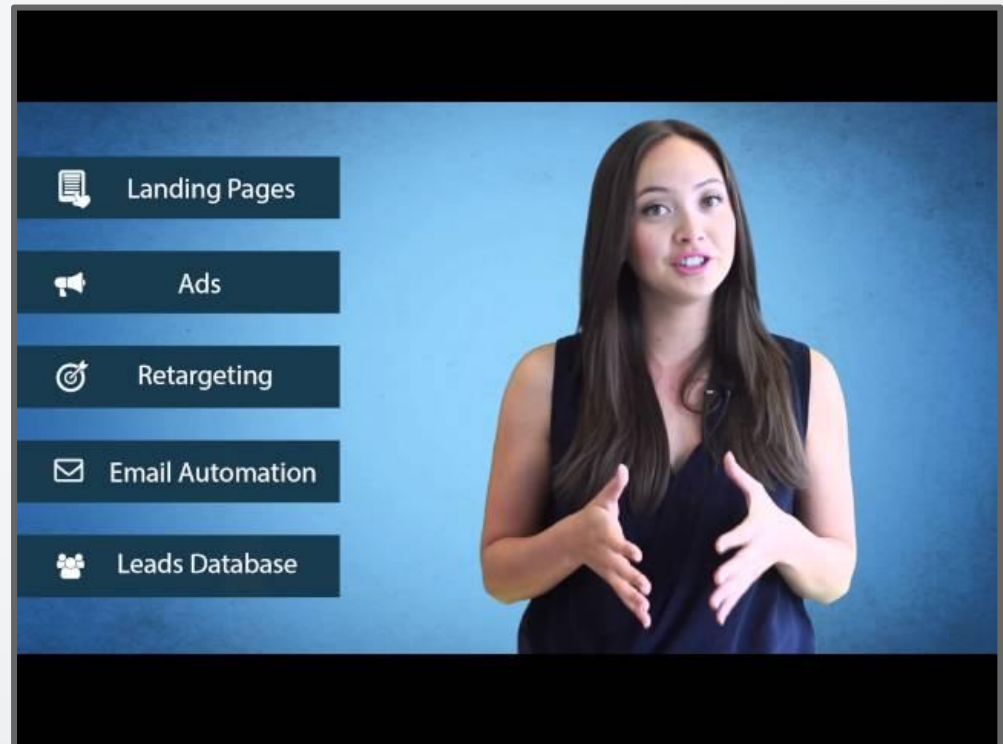
Create your Google  
and YouTube  
account [here](#)



## Bonus Tips on How to Record Yourself

1. Have a script
2. Memorize a line or two
3. Deliver it into the camera
4. Repeat 2 & 3

Like this...



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Learn more from Wistia, a resource we use ourselves: <http://wistia.com/learning>

Or if you have any questions, feel free to send an email to [support@wishpond.com](mailto:support@wishpond.com). We have a fantastic support team that truly loves helping our readers.

Or, book [a one-on-one conversation](#) with one of our marketing success leads and they can help you out.

Thanks for reading!