

# BEGINNERS SETUP GUIDE

Congratulations on deciding to incorporate video into your brand strategy! However, with so many options to choose from when it comes to creating high-quality videos, it's easy to feel overwhelmed and unsure where to begin. You may be wondering how much money to spend or what equipment to invest in. But fear not! We're here to help simplify the process and guide you through the essential items you'll need to get started on your video journey. From equipment to recommended products, we've got you covered.

## VIDEO PRODUCTS

What's the best camera to use?" is a question that's often asked, and the answer is always the same: the one you have! For most people, that means their phone, which is always in their pocket. With a little know-how, you can learn how to maximize the settings on your phone's camera for all your recordings. If you have an iPhone, an app called **MOMENT** is a great tool for providing real-time in-camera settings and control to help you get the best video quality. If you're ready to level up and want to purchase a camera, the **Canon EOS R10** and **Sony ZV-E10** are both excellent options that won't break the bank. They offer great quality and features that will take your video production to the next level.

## AUDIO PRODUCTS

It may be surprising, but having high-quality audio is one of the most crucial elements for making great videos. If you're on a limited budget, this is where you should focus most of your resources at first. While there are plenty of **cheap** and **gimmicky** audio devices available, this isn't an area where you want to skimp. Investing in a good-quality microphone will make a **significant difference** in the quality of your video's sound. One of our favorite audio devices that we recommend is the **Rode Wireless Go II**. It's a fantastic consumer-level device that can record in-camera and as a separate backup recording on the device, providing excellent audio quality for your videos.

## LIGHT PRODUCTS

Enhancing the quality of your videos can be as simple as leveling up your lighting game. If you want your videos to look more professional, having great lighting is crucial. The good news is that you only need one light to make a significant difference. When purchasing a light, we recommend looking for one that provides soft lighting. We suggest avoiding ring lights or hard LED lights as they can be harsh on the face and create unwanted reflections. Instead, we recommend the **Godox SL60IID** paired with the **Angler BoomBox Octagonal Softbox**, which will provide excellent soft lighting for your videos.