



# *7 Pro Tips For Recording Quality VLOGS*

Getting the right equipment for your video blogging is one thing; but there are other ways to make your videos look more professional. Here are 7 top tips:

## 1) Be Consistent With Your Lighting

First off, whenever you can, record your videos at the same time of the day or night, and in the same place. This keeps you from having to fight lighting, background noise and other potential problems when you are constantly changing your location.

You also become more comfortable. This becomes evident in the video and audio of your blog posts.

## 2) Be Yourself

This really should have been number one. **Be yourself.** The folks watching your videos are just like you. They are normal, average people; and they are not stupid.

If you come across as too polished or trying too hard to be something you're not, they will see through you and you could lose your audience.

## 3) Use the Sun

If you cannot afford good lighting, or find yourself in a situation which requires a quick video away from your studio and outdoors, use the sun.

Shoot during "The Golden Hour", one hour after sunrise or one hour before sunset for excellent lighting.



## 4) Choose Your Resolution Wisely

Shoot your video in the highest resolution possible. If your camera, smartphone or PC can capture video in 1,080 pixels, choose this setting rather than 720 for the best possible video quality.

Yes, it takes a bit longer to upload a higher resolution video, but nobody likes to watch a poor quality video on the Internet now that most of us have super-fast Internet connections!

## 5) Improve Your Audio

Shoot as close as possible to your microphone for the best audio. Whether you are the lone subject of your video blog or you are interviewing someone, every subject should be the same distance from your microphone as you are, and as close as possible. It doesn't matter how good your video is, if your audio stinks, no one will stick around.

## 6) Stand Up

Stand up while recording. When sitting, the human body has the tendency to slouch. Record your video blogs while standing, making sure to practice perfect posture. This will have the added benefit of helping you to feel more confident, too!

## 7) Look Presentable

Dress as if you were going to the office at your 9-5 job. Men, if you shave, then do so. Ladies, well I doubt I need to say more; you know what to do. For a quality video blog, you should look your best.

But don't go overboard. Of course formal attire is not required to make a good presentation.

