

**It may be convenient to record your video or message from the comfort of your home office, but before you do that, here are a few things you should consider :**

## **TO START**

**Avoid Portrait mode  
shoot in Landscape mode**



## **THE LIGHTING**

**There are three critical guidelines for lighting.**

**Rule #1.** The main source of light should come behind the camera. Avoid having a light behind you, as it obscures the details of your face.

If there is a window behind your seat, and no other location “works,” you shouldn’t have to re-arrange your office. Instead angle your body away from the window. In fact, having a window on the side of your face can make for a great “fill” light. It fills in the slight shadow that may be noticeable after you do Rule #2!



**Rule #2.** Have a light in front of you, preferably off to the side at about a 45-degree angle so the light won’t reflect off your glasses (if you wear them).



**Rule #3.** See how you’ll look on video before you’re “live” on camera. Get in position in front of your computer/ iPad / phone camera and test it to make sure you look your best.



## **THE SOUND**

Speak up. Speak clearly. And don’t record your video in the proximity of other people or noisy distractions (television, kitchen sounds, blowing air conditioner, etc.).



## **THE BACKGROUND**

Keep your background simple and avoid having anything behind you that you wouldn’t have in your office, such as dirty clothes or other clutter.



## **THE ROOM ITSELF**

One of the best locations in a home for video calls is the living room because it’s often larger than your office. The depth you’ll have behind you will look better than if you use a shallow space. Living rooms also tend to have better light.



## **AND FINALLY...**

**YOU!**

### **What to wear...**

Pick something that makes you feel comfortable and professional. A few things to avoid: White or green tops or anything with an intricate pattern, such as herringbone or houndstooth. Hats, since they can cause shadows that hide your face.

**The message is important but the delivery is all about you.  
What better moment to put your best face forward.**