

Succeed With Video Tips.

Video marketing has become one of the most effective marketing tools for content creators, entrepreneurs, and businesses. Videos continue to dominate as people are watching them more than ever before. Video marketing creates brand awareness and the ability to connect with the audience you want to attract.

1. **Use what you have** – Smartphone, laptop, and desktop cameras have come along way. They are excellent cameras to get started with.
2. **Choose good lighting** – Lighting is an easy way to feel and look your best on video. Set yourself up in front of a window, natural light can make you look amazing on camera.
3. **Use good audio** – Good audio is important because it engages your audience. The speaker on your smartphone is good if you stay close to the device you are using.
4. **Interesting background** - Choose a background that is not distracting to your viewers. It is a lot easier to focus on your message when you are not worried about your background. Avoid an uncluttered, busy, or messy background. Add a plant, books, a themed picture to make for an interesting background.
5. **Be yourself** - Videos can cause fear and anxiety. Practicing and knowing what you want to say can eliminate these emotions. Being yourself will attract the audience you want to work. People want to see your authentic self.