

Let's Look at how to Record a Video

This bugs quite a few, so we overcome the nerves and grab ourselves some confidence.

How do we start:

Plan out every video. Research the product, look at the reviews, what's the best features that will help you make that sale. Could you use it? How will it help you? Do you know how it works, what's a great feature about it? If it lights your fire, it'll show in the video and that enthusiasm is catching.

Practise:

Oh yes, we all have to sit in front of that phone and talk.

Your message has to be clear, you're promoting a product.

Goal:

When you press record, you already know:

what this video is for

what it is not for

when to stop talking

That's how we avoid rambling and retakes.

The Golden Rule for All Videos

Write this down and keep it beside you:

You are not teaching content.

You are orienting a person.

If you remember that, everything flows.

Rule Number 1

The star of the video is the product.

The conversation is about the product, nothing should distract from that. No cleavage, too much makeup and natural surroundings.

Calm pace. Natural pauses. Normal speech.

If you haven't got a tripod, that's a good investment, position it on your desk or kitchen top. Keep the surroundings natural.

Why: your voice settle, your confidence shows.

✗ Don't script word-for-word

✗ Don't record yet

✗ Don't test lighting, mics, backgrounds

✗ Don't worry about delivery

This step is about mental readiness, not production.

Now sit with that phone, have the screen blank and talk to it. Just talk, about anything, tell it your secrets, start making reference to the product, how it works, how it will help somebody with a difficult task or maybe the benefits it will bring. Use your imagination, see the product in a befitting setting, see yourself talking about it, the clearer you can imagine, the better the outcome when you come to make the videos. You'll get more ideas just by doing this one thing and write them down. Once you can imagine, you can create.

Remember, these videos are for promoting the product, that's got to be the topic of conversation. Read the reviews of the product, that'll give you ideas too. Watch some of the videos already posted about it, watch and learn.

How You Know You're done when:

each video has a one-page outline

you could explain each stage without notes

recording feels inevitable, not daunting

That's the signal.

Recording Preparation

Make Recording Feel Natural

The mindset first (this matters more than anything)

Write this down and read it before every recording:

I am not performing.

I am explaining something I understand to one person who needs it.

That's it.

If you feel nerves, that's fine.

Nerves mean you care — not that you're unprepared.

Where to record (keep it boring)

Choose a place that feels:

familiar

quiet enough

comfortable

Kitchen table.

Desk.

Chair by a window.

Avoid:

rearranging rooms

“studio” thinking

perfect backgrounds

If you're comfortable there, it will show.

Camera & setup (minimum viable)

This is deliberately simple:

Phone or webcam is fine

Eye level or slightly above

Neutral background

Natural light if possible

You do not need:

ring lights

special mics

fancy framing

Clarity > polish.

The warm-up ritual (do this every time)

Before you record anything:

Talk to the camera without recording for 2–3 minutes

Say what the video is about

Say the anchor sentence out loud

Stop

This does three things:

relaxes your voice

settles your breathing

reminds you that you know this material

You already do this instinctively — now it's intentional.

The one-take rule (critical)

Adopt this rule now:

One take is the default.

Two takes is the maximum.

If you stumble:

pause

breathe

continue

Do not start over unless you completely lose the thread.

Natural pauses and small imperfections build trust.

How to open every video (simple & consistent)

You don't need a hook.

In this stage, we're doing one thing...

Introducing the product, its' benefits and value

That immediately orients the viewer.

How to close every video (don't overdo it)

Close calmly:

No calls to action.

No urgency.

No selling.

That restraint is powerful.

What NOT to do while recording

This is where most people sabotage themselves:

✗ Don't rewatch immediately

✗ Don't critique your appearance

✗ Don't chase "energy"

✗ Don't compare yourself to anyone

Record → save → move on.

You can review later with fresh ears.

How you know you're doing it right

You'll notice:

you forget about the camera

you speak slower than usual

you feel relief after finishing a take

That's the signal.

You are allowed to sound:

thoughtful

calm

serious

You are not required to sound:

upbeat

excited

salesy

Your strength is steadiness.

What happens next

At this point, you simply record.

No more planning phases.

— The 24-Hour Rule (non-negotiable)

You do nothing with that video for 24 hours.

Why:

Your brain is still “inside” the recording

You'll hear problems that aren't problems

You'll be tempted to polish life out of it

When you do review, you follow this rule:

Watch it once and ask only these three questions:

Is it clear what this video is for?

Would a viewer be persuaded to purchase?

Does it sound like me talking to one person?

That's it.

If the answer is yes to all three → it's done.

Do not:

re-record for tone

re-record for pauses

re-record for minor wording

Clarity beats polish. Every time.

This pause is what keeps your delivery human.

Professionals do this deliberately.

Record some videos, try 6 in different formats, different scripts and formats. Use your research, practise your scripts. Don't read from a script, you can tell it isn't genuine.

After you post, leave them out there and then take a look at the analysis of the video. How many views, shares, comments, Questions, follow up a few days later.

Do this with each one, you may see a pattern, which ones are doing better or not attracting attention at all.

Tip: During my research, the one obvious step in promoting is to get the product in front of the prospective buyer before any conversation starts. Product then promotion.

Another tip: watch the telly ads, which ones turn you off and which would encourage you to try the product. Emotions play a part, listen to the words, are they convincing you that without their product, you're not getting your clothes clean enough or smelling nice enough. Emotional blackmail, guilt but it works.

Next Stages: How to create Faceless videos.

How often to Post and When.