



Video remains one of the best ways to disseminate information/content out in the world. YouTube is still ranked in the top 3 most popular websites, and video streaming from any device to another is only becoming easier as all of our devices are starting to connect.

Video is definitely a part of our everyday life, helping us learn everything from high-tech strategies to beauty techniques. In fact, this morning I actually got ready watching a YouTube tutorial on how to do a certain hairstyle.

Video has remained one of the easiest forms of communication, and it can work to your brand advantage if you execute it successfully. But if you don't, it could sink your brand or turn people off.

My goal here is to give you some tips to help you create something you are proud to show. Something representing your brand before you even speak so everything you do reflects a unified message.

3 Quick Tips: How to Create Video Backgrounds That Clearly Represent Your Brand

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3 QUICK TIPS

The tips below are for producing video content you wish to represent you. This is not meant for a quick and dirty Periscope moment, where you are showing people behind the scenes footage.

When filming a video for your web site:

➔ *Bring your best asset in- YOU*



This may seem like a stupid thing to say, but I went to a client's professional site and they had a video of them against a blank off-white wall. This marketing professional is someone who is full of life, has excellent information to share, and works above and beyond on her personal brand. That's why it surprised me when I saw her background not reflecting the pure joy and intelligence she brings to the world.

Scout your house or your office for the best background. Viewers may not realize a great background when they see it because it's subtle and fits who you are, but they definitely notice a horrible background that is distracting and not in alignment with what you are trying to present.

PLEASE take careful consideration of your surroundings. Look for interesting architectural features, angles, depth, or anything that can organically create visual interest.

➔ *Lighting is Key*



Yes, if you are doing multiple videos AND filming on a regular basis, then you need to invest in light boxes or a beauty light ring for make-up videos. Lighting is your friend, and you can create all different effects with it. For this article, let's say it's for your business and you are doing some sort of a tutorial. You want to put the lighting at your

head height, directly lighting your face, or put two lights on either side of your face for equal coverage. Avoid putting the lights above you as that will cast shadows on your eyes and make you look like Frankenstein with dark eye sockets.

Avoid lights below you unless you are trying to recreate your spooky Halloween days when you were a kid and holding a flashlight under your chin. It's OK ... you can take a moment to find a flashlight and recreate that now. Go for it... I'll wait.)

When you record, make sure you are far from any window in your space or facing the window for natural light. Natural light is ideal for a quick video, but if the video is longer than 20 minutes, that natural lighting will consistently change during the shoot.



3 QUICK TIPS

➔ *Consider What Represents You*



There are two pieces of advice I received in my training on set design that I will pass on to you. First, if it's your personal space, choose only items you absolutely love and that bring you great joy. Second, never have something on a set that doesn't support the story you are trying to portray to an audience. Make each piece a part of the conversation

You can choose a plain color for your backdrop if you plan on using pop up text or images or if you plan on dropping an entirely different background in during post production. No matter if you're using physical items or a green-screened image, make sure what is behind you represents the look and feel you're trying to convey. How do you determine the look you want? Think of your brand and the voice of your brand. Here are some examples:

- Business? Books that are your go-to recommendations to drive success strategically stacked or placed, plants, inspirational statements in a small frame, artwork you love, your logo strategically placed, calming colors, energizing colors, think of your tag line and symbols that can represent it.
- High-Tech? Cool (meaning in the blue tones, not cool as in hip) lighting, edgy pieces, something quirky or dramatic representing your personality, interesting sculptures, the Golden Gate or Bay Bridge to represent the Silicon Valley, a white apple (if your an Apple fan), maybe a nod to the Big Bang Theory, a rocket model ship, anything representing fast, smart, cutting edge.
- Artistic? What type of artist are you? Makeup? Photographer? Musician? Look for things representing you without being cliché. A big music note for a musician is cliché, but maybe a few framed pieces from your collection of vintage vinyl records, a framed piece of sheet music art that inspires you, a quote from your lyrics painted onto a piece of wood, a 3D model of your last album, bobbleheads of your group, a vintage instrument case.

If your presentation music is calming, go with pieces representing the calm: greenery, water features, soft colors. There are certain color sets that represent different moods. You get the idea. Select every piece to build a backdrop representing you or the feeling you are trying to give your viewers. Think about color, form, imagery, and interests. You do not need a ton of items. Just choose wisely and make each piece speak to who you are.



EXAMPLES

➔ Example #1 - Author

One of my clients is an author and someone who is classy, polished, and a global presence. When we were brainstorming her space, I wanted her to create a space that felt like a calming reading nook with a strong piece of art, a beautiful chair in calm colors, a plant for the vertical, and a nice side table to place a cup of tea/coffee and her last published book.



➔ Example #2 - Accountant

This client is a female accountant who specializes in law firms. She is also a yogi. What a great combination right? For her space, I felt she needed to have a lot of greenery to represent nature. Some hanging plants to create that overhead, a statue to represent zen, then a fun piece of art showing the feminine legal side.



FINAL QUESTIONS

Take screenshots of yourself before you go live, then take a shot without you. Look at these screenshots and ask yourself:

- Does it represent who you are when you're not in the picture?
- Does your lighting need to be adjusted due to the natural light in the space at this time?
- Do you need makeup? (Even guys wear translucent powder and a bit of cherry Chapstick because lights wash out your color.)
- Do you need to adjust anything in your background so it doesn't look like you have something resting on your head?
- Can you remove pieces of your background to streamline?

Building a background can be simple. Sometimes, it's as easy as moving your camera to film you in a corner with a plant on one side and a shelf to create depth. I hope you have fun building out your branded look and feel! Don't forget to post the before and after to social media and tag me so I can celebrate with you!!!





CREATE *Your* MIC DROP MOMENT

This information helps you align every visual to help tell your impactful story.

If you'd like to further up your game in presenting I've built a 6-week course designed to dive deep and hone your talents when it comes to any stage from an intimate room to a keynote stage. The Theatre of Public Speaking brings you self-guided lessons, live coaching, and weekly topic intensives. In my course, we dive deep into the topics covered above, as well as explore...

- Strategies to Engage Every Audience for Maximum Impact
- Body language to Enhance Your Message and Come Alive on Stage
- Speech Prep to Curb Anxiety and Show up Confident
- Answering High Stakes Questions
- Accelerated Outline Tools to Create Speeches in 15 Minutes or Less
- Top Keynote Strategies
- Marketing Your Self as a Speaker
- Digital Storytelling

The Mic is Yours!

Click this box to check out our upcoming course! As always, we are happy to answer any questions you may have about joining the Theatre of Public Speaking Program.

