

## CAPTURING VIDEO WITH YOUR SMARTPHONE

### PLAN YOUR SHOOT

To really do it like the pros, create your own storyboard: write down a list of the features/items you want to show and talk about. You can even write out a script ahead of time if that's your style. Think about what is most important to the buyer - call out the vehicle features that will help make their job easier, keep them safe, save money...you get the idea. Don't forget to highlight any features related to the vehicle upfit or customization.

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### HAVE GOOD LIGHTING

If in the showroom, try to minimize the shadows/shady shots by using a lamp or utility light to light up the area outside of the shot zone. If you are outside, try to plan your shoot when you have the best lighting in the area you are shooting.

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### SIMPLIFY YOUR BACKGROUND

Mak an effort to use a simple background by removing as much clutter and distractions that you can.

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### AVOID SHAKY SHOTS

If you struggle with shaky hands - consider avoiding coffee, having a snack 20 minutes before you shoot or use a tripod if you have one. Speaking of coffee... if you start panning or zooming, treat your camera as a full cup of coffee - keep your speed consistent and don't make sudden stops.If you are still using an older generation phone (like an iPhone 6), you may want to consider borrowing a newer phone or upgrading.

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### KEEP VIDEOS SHORT AND TO THE POINT

Keep your shots longer than 5 seconds but not longer than one minute to effectively hold your viewers' attention. It's better to have more videos than one really long one.

