

Gear Tips For Creating Your Own Videos

Video Camera



Kodak's **Zi8** camera is no longer in production, but you can pick one up used for \$100 USD. Don't let it's size fool you. This handheld unit produces very sharp High Definition (HD) quality video. Optional external microphone jack makes for great sounding audio and ideally suited for field work or portable use. Easily mounts on a tripod, too.

or



Logitech's **HD Pro Webcam C920** (\$75 USD) is a great choice for shooting video when connected to your computer. It's tripod mountable, also!

Audio Gear

The most important element of any video production is actually not the video, but the *audio*. Poor audio quality or a poorly miked presenter can quickly tire the viewer. For best results, avoid using the microphone built in to the camera and use either a lavalier style or good quality USB studio microphone instead.



The **Audio Technica AT2020** (top left) is an excellent choice for voiceover or computer based studio recording for about \$100 USD. The **Audio Technica ATR-3350** (right) is an excellent wired lavalier microphone suitable for field and portable use. About \$25 USD. For live event or field work, I also recommend the **Sennheiser EW 112P G3-A wireless lavalier** (bottom left). About \$625 USD.



Video Editing Software

If you use a Windows PC, **Camtasia Studio** (\$300 USD) is highly recommended. For Mac users, either **Camtasia Studio** or Telestream's **ScreenFlow** (\$99 USD) are best. For basic edits, or if you have never edited video before, you can even use Apple's **iMovie** (\$79 USD).



On Your Web Site

For the best possible viewing experience for your audience, use a video streaming hosting company, such as **Vimeo** or **Wistia**. To avoid performance issues, do not upload large video files to your own website.



For playing videos on your website, try either **JWPlayer**, **FlowPlayer**, or **VideoJS**. To easily create video and email opt in pages, I recommend either InstaPage, UnBounce or LeadPages.

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