

DIY VIDEO CHECKLIST

Video-first communication is the here and now. To get up and running fast you may consider DIY-ing your videos. Below you'll find our top recommendations for tools and resources to get you started.



VIDEO RECORDING GEAR

Whether you choose to shoot your video with your phone or webcam, you can still create high-value video quickly and with minimal cost. Here are our top three tools we love. Starting with simple and moving on up, pick the one that fits your needs:

1. Your smartphone
2. Your webcam plus [Wistia Soapbox](#) - record, edit and host from your desktop
3. [TurretBroadcast Video Streaming System](#) - light, condenser mic, and webcam



VIDEO HOSTING OPTIONS

Once you've shot your video, you'll need to host it somewhere.

1. [YouTube](#) is free and great place to start.
2. [Wistia](#) is hands down is our favorite, thanks to its customizable features and metrics.



DIY EDITING

If you need to add disclosures or video bumpers with your logo, these are our two recommended options. They're as intuitive as it gets, low cost and you can edit on your phone. Need we say more?

1. [iMovie](#) on your iPhone
2. [InShot App](#) on iPhone or android (upgrade for a nominal fee-it's worth it not to watch the ads!)



EMAIL DISTRIBUTION

Optimize your video message by sending to your email list utilizing a thumbnail from Wistia Soapbox or link from Youtube.

NEED A LITTLE MORE SUPPORT?

We work with firms to implement a video-first communications strategy to connect with employees, prospects and clients. Reach out to us for more details.

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