



# THE GEAR GUIDE

Film better content with what you have, and know what to buy when you're ready.

You don't need a studio to show up well online. Most content problems come down to three things, and they're worth fixing **in this order: audio first, then light, then stability**. People will stay for a slightly dim video with a great message, but they'll scroll past one they can't hear. A cell phone is already the gold standard camera for content creation, and it's what I use! Unless yours hasn't been upgraded in the past four years, it's probably fine.

## How to know what you need

|                    | SIGNS YOU NEED IT                                                                                                                  | FREE FIX FIRST                                                                                                                                             |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1 Audio</b>     | Echo or a hollow sound. Background noise. People say they can't hear you, or you have to crank the volume to follow along.         | Film in a small room with soft things in it (a bedroom or walk-in closet works). Get closer to the phone. Turn off fans, the dishwasher and notifications. |
| <b>2 Light</b>     | Grainy footage, dark shadows under your eyes, an orange or blue tint, or a bright window behind you turning you into a silhouette. | Face a window, never put it behind you. Film in daytime. Turn off overhead lights, which cast shadows straight down.                                       |
| <b>3 Stability</b> | Shaky footage, awkward up-the-nose angles, or you can't film without someone holding the phone for you.                            | Prop your phone on a stack of books at eye level. Lean it against a mug. Use the rear camera with a timer for your best quality.                           |

## Before you buy anything

**Clean your lens.** A fingerprint smudge is the most common cause of soft, hazy video.

**Film vertical (9:16)** for Reels, TikTok, Shorts and Stories.

**Use the rear camera** when you can. It's sharper than the selfie camera on almost every phone.

**Do a 10-second test** and play it back with sound before you record the real thing.

# MY KIT

The three pieces I actually use, in the order I'd buy them.



## 1 · AUDIO

### RØDE Wireless ME Microphone Kit

**Why I use it:** Clear sound is the biggest upgrade you can make. It clips onto your shirt with no cables to manage, picks up your voice instead of the room, and auto-levels so it won't distort when you get animated. It connects to phones, cameras and computers.

**Pro tip:** Don't just clip it to your shirt. Holding it in your hand looks intentional on camera, and it gives you something to do with your hands. Depending on your content style, try clipping it to something unexpected for a visual hook.

~\$163  
approx.

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## 2 · LIGHT

### Skytex 16×16" Softbox Lighting Kit

**Why I use it:** A softbox gives you even, flattering light that fills in shadows without the harsh glare of a bare bulb. The colour temperature adjusts from warm to cool (2700–6400K), so you can match the light already in your room.

**Pro tip:** Place it at about a 45° angle to your face, slightly above eye level. If you're also using a window, set it to a cooler (higher K) setting so the colours match.

~\$66  
approx.

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## 3 · STABILITY

### EUCOS 62" Phone Tripod with Remote

**Why I use it:** Tall enough to put your phone at eye level standing or sitting, doubles as a selfie stick, and the Bluetooth remote means you can start and stop recording on your own.

**Pro tip:** Wobbly footage is one of the most common tripod complaints, and I dealt with it on my first one. This one doesn't wobble. Set the lens at eye level or just above. Looking up at the camera is more flattering than looking down.

~\$27  
approx.

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Not sure what to get first? Bring a 10-second test clip to a Content Session and we'll figure it out together.

Prices are approximate as of October 2026 and will change. Links go to Amazon.