

INGREDIENTS | TOOLS | RESOURCES

CREATE VIDEOS WORTH WATCH- ING



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**85% OF ALL
INTERNET
USERS IN THE
UNITED STATES
WATCHED
ONLINE VIDEO
CONTENT.**

(STATISTA, 2018)

5 INGREDIENTS TO PRODUCING BETTER VIDEOS

01 PURPOSE

Define the "why" behind the video that is being produced and make sure that purpose remains clear throughout.

02 AUTHENTICITY

Make sure to think about how you are presenting yourself and/or your organization. You want your video to feel like it is an authentic representation of who you are and what the purpose of the video is trying to achieve.

03 CONFLICT

Viewers need to feel tension to better connect with the story you are telling. Find ways to bring viewers into the story that make them feel connection and empathy.

04 SPECTACLE

Spend time improving how the visual story is told through visuals and interesting elements that capture the audiences attention.

05 NOVELTY

Do not give your audience a reason to ignore you. When producing new video content take the time to differentiate it from what is already out there, be creative and bold.

EQUIPMENT SUGGESTIONS

For small businesses looking to produce professional, high-quality virtual webinars, events, digital courses and engaging video content, we are sharing a few tips and resources to consider.



MICROPHONE.

Small budget. Blue Yeti USB Microphone
AmazonBasics USB Microphone

Large budget. Shure SM7B Cardioid Dynamic Microphone
Shure KSM32 Microphone



WEBCAM.

Small budget. iPhone or iPad

Large budget. Elgato Cam Link + DSLR/Mirrorless

Blackmagic ATEM Mini Pro
Switcher/Streamer + iPad Pro



TELEPROMPTER.

All budgets. Padcaster Parrot

BONUS TIP

Sound Board: Elgato Stream Deck Tripod is helpful if you're using the webcam and the Padcaster Parrot.

LOOKING FOR MORE RECOMMENDATIONS? VISIT WWW.WIRECUTTER.COM.

Audio resources.



Descript.com

Descript gives you the tools to record, transcribe, edit and mix audio.



Otter.ai

Generate rich notes for meetings, interviews, lectures, and other important voice conversations with Otter, your AI-powered assistant.

Recording resources.



Loom.com

With Loom, you can capture your screen, voice, and face together, easily.



Grain.co

Grain allows you to easily record and share the best parts of your Zoom video calls.



Zoom.us

Easy and affordable solution for video conference meetings and webinars.

Planning and collaboration tools.



Roamresearch.com



Slack.com



Discord.com



Notion.so



info@eecincubator.com

302.737.4343

eecincubator.com



@eecincubator



line@shortorder.co

302.656.1638

shortorder.co



@shortorder

@shortorderproductionhouse