

# How to record a pitch video

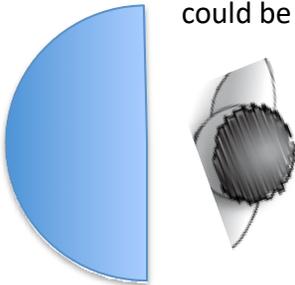
1. Use a camera-equipped smart phone or a video-capable digital camera.
2. Ideally, you will record your interview in the daytime, in a space with natural light from the sun.
3. Find a relatively quiet space in which you have privacy and feel comfortable. Sit quietly in the space and listen for a minute. Are there hums or beeps or traffic sounds you can reduce by turning machines off or shutting windows?
4. Within that quiet space, find a place for you to sit or stand while you record your answers. Ideally this is a place that does not have

a. Vertical Stripes on the walls, like in the wallpaper

b. a window behind it



5. Position yourself so that you have a light source (from a window or a light) that sits anywhere from 9 o'clock to 3 o'clock, in relation to you. The light source(s) could be anywhere on the curve of the half-moon below.



6. Set up the camera. You can hold the camera, or put it in a tripod. Two binder clips make a perfect smart phone tripod.

- ★ If you are using a smartphone, orient it horizontally, like the image at right.
- ★ Positioning the camera *slightly* above you will produce the most flattering image.
- ★ The camera will need to be near enough to you to capture you speaking, no more than about six feet away.



7. Wear whatever you feel comfortable in, as long as it isn't something white or striped.
8. Record a practice answer, so you can see if you like the light, space and camera angle.
9. This video can take any form that you like. We do ask that it be no longer than two minutes in length and that you answer the below three questions.

## Questions

In two sentences or less, what is the thesis of this book?

Who will be the audience for this book?

What will be the impact of this book?