

# CEO Filming Guide

to Video Marketing that Captivates + Converts

You want to know the action steps to film & outsource and/or DIY high quality videos to start promoting your expertise, brands, solutions, & offers on social media for increased visibility to scale your business online - and I want to help you.

To high earning women CEOs who want to leverage video marketing this filming guide takes you from "A" through "Z" with insight, resources, & tools for your goals.

Download as a clickable PDF or print and enjoy that hand to paper experience.

*Sponcé,*  
Impresario of Mass  
Media & Video Visibility

# The "A-to-Z Lights, Camera, and Action"

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# A

**Animated Stories App**

Do you need this?  
Here's a checkbox.



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**Free version**

**Pro version**

**In-app purchases \$3.99-\$26.99**

**1,000,000+ Downloads**

**Search your favorite App store.**

**Visit your favorite app store; read reviews; look for a free trial & explore the app before you invest.**

# B

**Buff Microfiber Cloth**

Do you need this?  
Here's a checkbox.



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**\$20 or less.**

**They come in bulk or individually.**

**Link || <https://www.amazon.com/Buff-Microfiber-Cleaning-Cloths-Surface/dp/B01GoO6GPW>**

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# C

Make the investment based on your budget. Ask your camera/phone sales expert to compare the phone to a professional camera brand like Canon; or vise versa the professional camera to a Samsung or Apple phone

Camera/  
Camera Phone

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Do you need this?  
Here's a checkbox.



# D

\$18.99

Read the product label to make sure the mics are compatible with your device/hardware you're filming with.

Dual-head  
Microphone

NOTES \_\_\_\_\_  
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Do you need this?  
Here's a checkbox.



Link || [https://www.amazon.com/dp/B075JHG28K?ref=nb\\_sb\\_ss\\_w\\_as-ypp-rep\\_ypp\\_rep\\_ko\\_1\\_15&crd=3LT76HJZZI2QF&srefix=dual+head+micro](https://www.amazon.com/dp/B075JHG28K?ref=nb_sb_ss_w_as-ypp-rep_ypp_rep_ko_1_15&crd=3LT76HJZZI2QF&srefix=dual+head+micro)

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# E

**Eachshot  
ES240 LED  
Ring Light**

Do you need this?  
Here's a checkbox.



**\$99-\$200**

**Order a 18"+ size ring light.**

**Do not buy a 10" ring light.**

**NOTES** \_\_\_\_\_

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Link || [https://www.amazon.com/s?  
k=Eachshot+ES240+LED+ring+light&ref=nb\\_sb\\_noss](https://www.amazon.com/s?k=Eachshot+ES240+LED+ring+light&ref=nb_sb_noss)

# F

**Flirting with  
the Camera**

Do you need this?  
Here's a checkbox.



**Time investment**

**Make the mental reminder to do it on camera.  
Not doing it will be a costly mistake. Practice  
on-camera & watch yourself back to see what  
you need to improve.**

**NOTES** \_\_\_\_\_

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# G

**Graphics**

**\$0.00-\$50+**

**Your graphics will cost if you outsource.  
You can create graphics for free using  
Canva.com or Picmonkey.com**

**NOTES** \_\_\_\_\_  
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Do you need this?  
Here's a checkbox.



# H

**High  
Definition**

**Time Investment**

**The more you put into yourself and  
your on-camera content, you'll turn  
your videos into HD.**

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Do you need this?  
Here's a checkbox.



# The "A-to-Z Lights, Camera, and Action"

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# I

**Inshot Photo & Video Editing App**

Do you need this?  
Here's a checkbox.



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Find it in your App store. I recommend one of the pro versions,

Free version

Pro version(s)

InShot Pro (1 month) \$3.99

InShot Pro (1 year) \$14.99

InShot Pro (Permanently) \$34.99

# J

**Jump Cuts**

Do you need this?  
Here's a checkbox.



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**Time Investment**

Use this technique in any video editing app. Look for "split" or "cut" video tools to achieve a jump cut.

# The "A-to-Z Lights, Camera, and Action"

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# K

**Knowing video posting goals**

Do you need this?  
Here's a checkbox.



**Time Investment:**

**20 minutes of planning per strategy.**

**Making time to plan out your strategy will provide you the knowledge you need for your video posting goals and the video ratios needed.**

**NOTES** \_\_\_\_\_

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# L

**Lavalier Microphone**

Do you need this?  
Here's a checkbox.



**\$13.99+**

**Read the product label to make sure the mics are compatible with your device/hardware you're filming with.**

**NOTES** \_\_\_\_\_

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Link || [https://www.amazon.com/s?k=pop+voice+pv510&crid=2Q3ZYCo9JY4WN&srefix=pop+voice+pv51%2Caps%2C170&ref=nb\\_sb\\_ss\\_ts-doa-p\\_1\\_14](https://www.amazon.com/s?k=pop+voice+pv510&crid=2Q3ZYCo9JY4WN&srefix=pop+voice+pv51%2Caps%2C170&ref=nb_sb_ss_ts-doa-p_1_14)

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# M

\$10.00+

Invest in a mirror that you can have at your desk or in your designated filming areas to support your on-camera moments.

Mirrors

NOTES

Do you need this?  
Here's a checkbox.



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# N

Time Investment 30 mins of content planning. Using other brand's published videos for content ideas is average. Turn your blog content into video content...now it's a novel topic on video!

Novel  
Content &  
Topics

NOTES

Do you need this?  
Here's a checkbox.



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# The "A-to-Z Lights, Camera, and Action"

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# O

\$22.99-\$300.00

Look for earbuds that can function as a primary & secondary earbud. This will help with editing your video's sound clarity.

**OKG  
Wireless  
Earbuds**

Do you need this?  
Here's a checkbox.



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Link || [https://www.amazon.com/s?k=okg+wireless+earbuds&i=electronics&crd=12oPMIRT3o6JC&srefix=okg%2Celectronics%2C172&ref=nb\\_sb\\_ss\\_ts-doa-p\\_1\\_3](https://www.amazon.com/s?k=okg+wireless+earbuds&i=electronics&crd=12oPMIRT3o6JC&srefix=okg%2Celectronics%2C172&ref=nb_sb_ss_ts-doa-p_1_3)

k=okg+wireless+earbuds&i=electronics&crd=12oPMIRT3o6JC&srefix=okg%2Celectronics%2C172&ref=nb\_sb\_ss\_ts-doa-p\_1\_3

# P

Monthly, Quarterly, Yearly - \$5.99; \$9.99; \$34.99

PowerDirector is slightly advanced. However, you can practice editing inside the app and find your way to edit videos that represent your brand on social media in high definition.

**Power  
Director  
App**

Do you need this?  
Here's a checkbox.



NOTES \_\_\_\_\_  
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Search your app store, read reviews, & explore free trails.

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# Q

#### Time Investment:

Plan your filming around a schedule with zero interruptions. With children in the space you film, consider giving them headphones & a tablet while you film.

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**Quiet backgrounds**

Do you need this?  
Here's a checkbox.



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\$56.50+

# R

This mic is made to accompany a professional camera like, Canon. However, you can research what type of additional cord you need to make it compatible with a phone. Do this research before you make a purchase.

NOTES \_\_\_\_\_

**Rode Microphone**

Do you need this?  
Here's a checkbox.



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Link || [https://www.amazon.com/s?k=rode+microphone&crd=G8K4Q4GBV8AJ&srefix=rode+mi%2Caps%2C182&ref=nb\\_sb\\_ss\\_ts-doa-p\\_1\\_7](https://www.amazon.com/s?k=rode+microphone&crd=G8K4Q4GBV8AJ&srefix=rode+mi%2Caps%2C182&ref=nb_sb_ss_ts-doa-p_1_7)

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# S

Stool

\$20 or less.

Investing in a stand-still or swivel stool will support an HD look for your filming set.

Do you need this?  
Here's a checkbox.



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# T

Transitions

Time Investment

Transitions are good for content/chapter changes, for eliminating on-camera mistakes (visual or audio). Find the transition that fits your brand and use it.

Do you need this?  
Here's a checkbox.



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# U

**Unfold,  
Photo Editor  
& Video  
Maker App**

Do you need this?  
Here's a checkbox.



Search your app store, read reviews, & explore a free trial.

# V

**Voice  
Recorder  
App**

Do you need this?  
Here's a checkbox.



Search your app store, read reviews, & explore free trials.

Free trial.

Yearly membership - \$99.99 USD

Monthly membership - \$12.99 USD

Have fun with your high definition visuals & videos on this app. See what you create.

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Free version

Pro version \$3.99

Keep track of your video topics if they come to your mind while you're on the go. Record your voice overs, then edit them into your videos.

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# W

**Wardrobe**

\$10+

You can invest in small items of clothing at a time; or create new looks with the wardrobe you already have. Your wardrobe should speak to your personality and appeal your audience's eye.

NOTES \_\_\_\_\_

Do you need this?  
Here's a checkbox.



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# X

**X-Marks  
for placement  
to record**

**Time Investment.**

**Finding your ideal filming locations.  
Your filming spaces and marks make or break  
your videos. Once you've planned your video  
strategy, finding the location for your filming  
space(s) & mark(s) will make sense.**

NOTES \_\_\_\_\_

Do you need this?  
Here's a checkbox.



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# Y

YouTube

Free version

Pro version \$11.99

Your larger content videos will need time to upload, YouTube is useful for this and great to use as storage.

NOTES \_\_\_\_\_

Do you need this?  
Here's a checkbox.



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Time Investment:

Practice making videos, see what works & what doesn't. Test if a video is a Z-Video by your emotions of it - aren't proud of it, doesn't make you smile, doesn't make you watch it like you didn't film it, your audience wasn't attracted to it yet you know you delivered the business.

# Z

Z-Video

NOTES \_\_\_\_\_

Do you need this?  
Here's a checkbox.



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