

# Record Your First YouTube Video

Ready to record your first YouTube video? We've created this step-by-step checklist to help you get started. You can even check off your accomplishments and share them with friends!

## ❑ **Figure out what you want to say.**

Are you giving a demo of a physical product? Showing a technique? Just talking? Decide what the purpose is of your video. Then find something that sets your video apart from the rest. You won't stand out if you do what everyone else has already done. Once you figure out what you want to say, create a script or outline to follow.

## ❑ **Plan out your video.**

Creating a plan will make filming so much faster than trying to figure it out on the fly. Consider where you want to stand, what is in the background, what props (if any) you're going to hold.

## ❑ **Choose a camera.**

When just starting out, using your mobile phone can provide a good quality video and is a great place to start. What's important is the content of your video - will people find it valuable to watch?

While you can easily have a friend hold the camera, it's best to set it on a stable surface to minimize camera movement - a table or other flat surface will do.

Audio is another important thing to consider. If you're just using your iPhone, be sure to find a quiet place with no a lot of background noise.

## ❑ **Get good lighting.**

Good lighting is key to a good video. No one like to watch a video of someone in the dark. The good news is you don't have to spend a fortune on lighting.

You can also take advantage of natural lighting and use deflectors to control how the light appears on you, the subject. Lighting - Use the lights you have, position them so they don't create unflattering shadows - Be aware of using lights directly from above that can create odd shadows under your eyes - Don't shoot against a window, if your camera exposes for the window light, you'll be left in the dark - When using sunlight, be aware of shifting light clouds when shooting a longer video - Diffusing your hard light source will produce softer shadows and is more flattering to skin defects

### ❑ **Start filming.**

Recording yourself can be a bit awkward, especially when you watch yourself on camera for the first time. But don't let that stop you. The more you do it, the more comfortable you'll get. Every YouTube expert has felt that way when starting out.

The key here is to just do it. You're probably not going to be perfect the first time, but you'll get better with every video you create.

### ❑ **Edit your video.**

There are a variety of editing programs available, some free and some pretty pricey. If you're just starting out, [iMovie](#) for Mac users and Windows Movie Maker for Windows users are two good options. You can also do some minor editing using your mobile device. If you're using iOS, check out the app iMovie. And if you're using Android, check out Andromedia.

link to iMovie:

<https://itunes.apple.com/gb/app/imovie/id377298193?mt=8>

link to Andro:

<https://play.google.com/store/apps/details?id=com.catflow.andromedia>

### ❑ **Optimize your YouTube video for search.**

With your video complete, it's time to post it on YouTube. But before you do, consider how to name it and what description to give it. This has a great impact on how people find your video on YouTube and on Google. Be sure to name your video the way people would naturally search for it (e.g., How to build a cabinet door).

Check out this video clip from photographer Jared Polin on how to optimize your video for search.

### ❑ **Learn from your audience.**

One of the benefits of using YouTube is the analytics. You can learn a lot about your videos by seeing how your viewers interact with them. Focus on audience retention. How long are they watching your videos? At what point do most people stop watching. This is a gold mine of information that can help you the next time you create a video.

## **Stay inspired with additional resources**

As you create your first YouTube video, check out these additional resources to help you translate your expertise into valuable video content:

- [Email List Building Course](#)

- Reach your YouTube audience where it counts: in their email inbox. Learn how to start building an email audience with our free 7-day email course.
- [Video in Email: Human Element](#)
  - Video is a great way to deliver content, enabling you to both tell and show. It also allows you to add a more personal, human element to your brand in a way that the written word is not always able to (by literally showing people in the video). Read on to find out what it takes to create a compelling video.
- [Growing Your Email List with YouTube](#)
  - Once you start created videos on YouTube, you need a way to capture fans and turn them into loyal viewers. One of the most effective methods? Turning your viewers into email subscribers. Read on to find out more.