# SHOOT & SETUP:
# FILM YOUR 3 VIDEOS LIKE A PRO (USING JUST YOUR PHONE)

## PEOPLE DON'T TRUST POLISH — THEY TRUST PERSONALITY.

SHOOT & SETUP

### INSTRUCTIONS:

Your scripts are ready. Now it's time to film. Forget fancy cameras or over-editing.

Short-form ads work best when they feel **raw, human, and real** — like something a friend would send.

This worksheet gives you the setup, gear, and shooting checklist to record three killer UGC-style videos today.

# THE GUIDE:

### STEP 1:
**Prep Your Space**

**Fill in the blank:**
My filming location will be
_____.

*Example: "by the window with natural light on my face."*

**Lighting Checklist:**
- ☐ Natural light or ring light facing you
- ☐ No bright window behind you
- ☐ Clean background — no clutter

### STEP 2:
**Gear Check**

**Lighting Checklist:**
- ☐ Phone (1080p or 4K)
- ☐ Tripod or steady surface
- ☐ Clip-on mic (optional but ideal)
- ☐ Charged battery + storage space

### STEP 3:
**Frame the Shot**

**Fill in the blank:**
I'll frame from _____ to
_____.

*Example: "chest to head — centered."*

**Tips:**
1. Keep eyes at top third of screen.
2. Vertical (9:16) only.
3. Avoid "nostril angle."

### STEP 4:
**Energy Calibration**

**Fill in the blank:**
On camera, I need to bring
____% more energy than feels normal.

*Example: "20%."*

Remember — energy translates smaller on camera.

### STEP 5:
**Script Walkthrough**
Read each script once before rolling.

**Fill in the blank:**
The line I need to hit with emphasis is _____.

*Example: "The one sentence that summarizes the offer."*

### STEP 6:
**Film 3 Takes Per Video**

**Multiple choice:**
For each script, I will…
- ☐ Film one slow version
- ☐ Film one normal version
- ☐ Film one high-energy version

*(Pick the best one later — don't judge mid-shoot.)*

### STEP 7:
**Add B-Roll or Visual Support**

**Fill in the blank:**
I'll capture extra clips of
_____ to overlay later.

*Example: typing on keyboard, walking into office, checking phone.*

### STEP 8:
**Record a Custom CTA Clip**

Record a 5-second close-up saying:
"Click below to see how it works" or "DM me 'INFO' and I'll send the details."

*(This becomes your universal CTA for all ads.)*

### STEP 9:
**Label and Organize Files**

**Fill in the blank:**
I'll save my videos as _____.

*Example: "Hook1_Pain.mp4, Hook2_Proof.mp4, Hook3_Mistake.mp4."*

Upload to Drive or Dropbox so you're ready for edit day.

### STEP 10:
**Self-Review**
Watch each video once with sound on and off.

**Fill in the blank:**
The moment that hooked me was _____.
The moment I lost attention was _____.

*(Cut the dead seconds tomorrow in editing.)*

### Why It's Important:

Most creators overthink production and under-deliver authenticity. Your phone + good lighting + clear message = everything you need.
The fastest way to test an idea is to hit record.

## You've got 3 videos filmed and ready for edit day.

## Tomorrow, we'll cut them down, add captions, and launch your first ad campaign.

**Want me to personally review your videos before you launch?
Book a free strategy session:**

square1grp.com/brainstormsession