

# THE BOOTSTRAPPER'S YOUTUBE CHECKLIST

Creating a successful YouTube channel doesn't require expensive gear. Follow these guidelines and you can make amazing videos on a bootstrapper's budget.

## LIGHTS

- The easiest way to get great lighting is to sit facing a window. It's free and easy!
- If you're using lights, be careful about pointing them directly into your face as they can make your skin look shiny.
- Try use two or more lights from different angles so you don't get shadows on your face.

## CAMERA

- Place your camera at eye level, so you're looking straight at the lens. (If you're looking at an angle up or down it will distort the shape of your head.)
- Use the "Rule of Thirds": adjust the angle so your eyes are about 2/3 from the bottom of the screen.
- If you're filming with your phone, use the \$10 Amazon tripod to position it at the right height. If you don't have one, use the webcam on your laptop and stack books underneath until it's the perfect height.

## SOUND

- Make sure you're in a room without a lot of echo.
- Ensure there's no background noise (and put your phone on silent!).
- Do a test recording to make sure your microphone is working properly. There's nothing worse than doing an entire video and realizing the mic wasn't plugged in or the battery was dead!
- If you don't have an external mic, the ATR-2100 on Amazon is the best USB mic for the money, and the BOYA BY-M1 is the best lav mic.
- If you use the built-in microphone on your computer or phone, project your voice and speak clearly. A confident voice can make up for less-than-perfect audio quality.

## SET

- Don't get too caught up in the background. You don't need the perfect set, just have a simple, tidy background free of clutter and distractions.
- If you're having a hard time finding a background you like, here's a pro tip: just move closer to the camera! The more of your face that fills the screen, the less you can see what's behind you.

## ACTION

- Practice your presentation in front of the mirror a few times so you're comfortable with what you're going to say. It's hard winging it, and it's easy to get it in your own head!
- Consider writing a script and using teleprompt.me as a teleprompter.