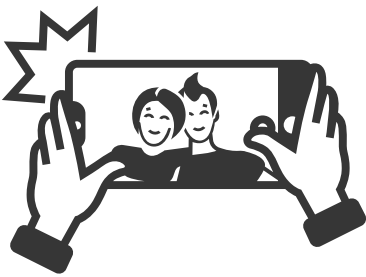




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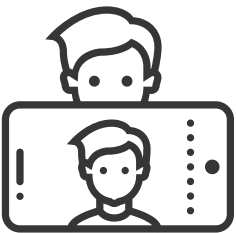
LEADER Video Tips

Here are some tips for recording good-quality videos on your phone or tablet.



1. Turn your device horizontal when filming.

2. Place the device on a stable surface when filming, or make sure the person holding the phone is leaning on a stable surface.



3. Fill the frame with your head and shoulders, without cutting off the top of your head, and speak to the camera. Try to record your lines in one take, pausing for a few seconds between each line.

4. Shoot your video in natural light, and make sure you're lit from the front or the side (avoid backlighting). Choose somewhere quiet to film, and check for background noise, like cars passing, before you start.

