

## Equipment you need to create videos for your business

Here is a list of equipment every business owner should have when it comes to creating video for their business.

Most importantly, start with what you have!

### Camera – phone, tablet or web cam (laptop/desktop)

Using your mobile phone, laptop or desktop is perfectly OK. You do not need to go out and buy lots of new equipment unless you want to and have the budget for it.

#### Webcam



**Logitech C270 HD Webcam for Widescreen Video Calling with Noise-Reducing Mic and Automatic Light Correction by Logitech**

Starting at £14.99 - <https://amzn.to/200DRiJ>



**Logitech C920 HD Pro Webcam - Full HD 1080p Video Calling and Recording with Dual Stereo Audio Mics by Logitech**

Starting at £59.05 - <https://amzn.to/2NulggX>

### Tripod – to keep sturdy

Your tripod is to keep your mobile phone or tablet sturdy. You don't want to keep using your arm or hand as your camera will shake.

## Professional Tripod



**Professional Camera Tripod Stand Holder for Cell Smart Phone iPhone & Samsung** by Amazingdeal365

Starting at £10.99 - <https://amzn.to/2Mhr8qv>

## Selfie stick and desktop tripod in one



**Selfie Stick, Mpow Multifunctional Phone Tripod Selfie Monopod with Bluetooth Remote Shutter for iPhone, Samsung, Other Smartphones, GoPros and Small Cameras, Black** by mpow

Starting at £15.99 - <https://amzn.to/2O5lx8p>

## GorillaPod



**Joby GripTight GorillaPod Stand for Smartphones** by Joby

Starting at £21.57 - <https://amzn.to/2QkGvlk>

## Space – to save your captures

Make sure you have enough space on your mobile, tablet, laptop or desktop to save your captures. Clear and make space specifically for your videos so you never lose them!

## Microphone

Audio is actually more important than the picture itself!

### Plugin to your mobile, tablet or laptop



**Clip on Microphone, Seacue 3.5mm Lavalier Lapel Omnidirectional Condenser Microphone for Phone & Android Smartphones or any other mobile device by Seacue**

Starting at £9.90 - <https://amzn.to/2MjIVP3>

### Laptop/Desktop Microphone



**Blue Microphones Snowball iCE USB Microphone by Blue Microphones**

Starting at £49.99 - <https://amzn.to/2oTW1lf>



**CAD Audio U37SE-OR Large USB Diaphragm Cardioid Condenser Microphone with Tripod Stand by CAD Audio**

Starting at £62.34 - <https://amzn.to/2Qklqq2>

### Background – the right environment

Choose the right place in your office, house, garden or outside area for your video. Make sure there isn't anything in your background that you don't want there.

Do a test before doing the real video and play it back to see if you are in the right place or have to move slightly to get a better angle or shot.

## Lighting – they need to see you

Natural lighting is great, but it does change, the sun and clouds move. It could start raining which makes you picture go darker. Look to create your own lighting so it is consistent and makes you look good at the same time!



**Neewer 75W (600W Equivalent ) 5500K Camera Photo Ring Fluorescent Flash Light, Diameter 18 inches Outer 14 inches Inner, with Carrying Case for Portrait, Photography and Video Shooting(Not Dimmable)**

Starting from £36.80 - <https://amzn.to/2xtvgPk>



**CRAPHY 18" 85W Dimmable Bi-colour 448 LED Beads Photo Studio Ring Light with 2700-5500k Colour Temperature for Camera YouTube Video Photography Portrait by CRAPHY**

Starting from £65.99 - <https://amzn.to/2Nxx5QD>

## Editing Software

Movie Maker for Windows - <https://www.microsoft.com/en-us/p/movie-maker-10-tell-your-story/9mvfq4lmz6c9?activetab=pivot:overviewtab>

iMovie for Mac - <https://www.apple.com/uk/imovie/>

## Graphics Software to making cut aways or stills for your video

Canva - <https://www.canva.com/>

Adobe Spark - <https://spark.adobe.com/>

Pixlr - <https://pixlr.com/>

Easel.ly - <https://www.easel.ly/> - to create engaging infographics

PicMonkey - <https://www.picmonkey.com/>

Pablo - <https://pablo.buffer.com/>

## What next?

Let us know how you get on with your new equipment or what you have bought instead.