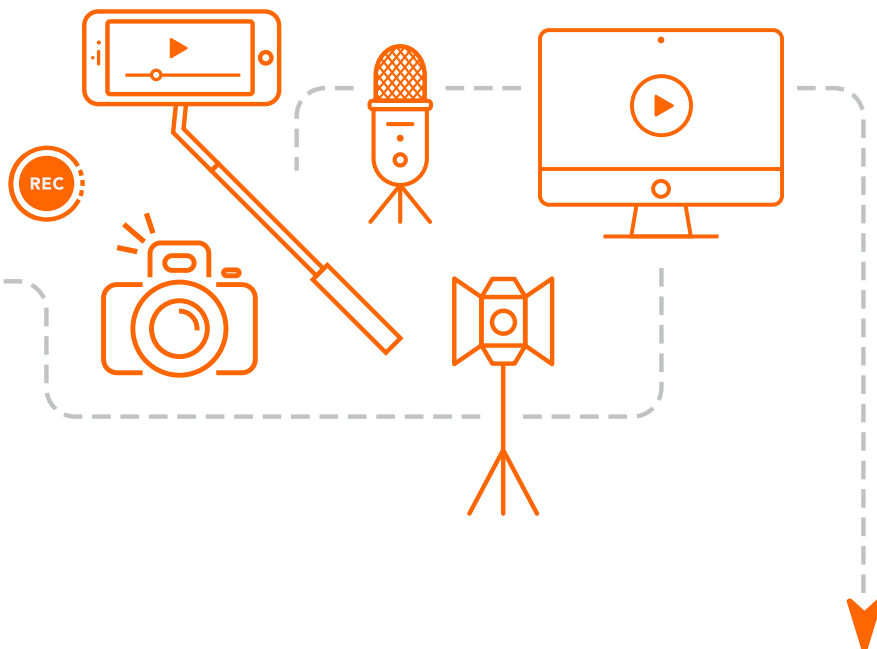




Salesperson's Guide to Video.

The tools and setups you'll need to start using video for sales at every budget & level.



Intro

There's no denying it - **video is everywhere**.

In January of 2018, [Wyzol](#) published their "State of Video Marketing Survey." Of their findings, below are the statistics that really stood out.

- + 81% of businesses use video as a marketing tool -- up from 63%, the number reported in their 2017 survey.
- + 97% of marketers say video has helped increase user understanding of their product or service.
- + 76% say it helped them increase sales.
- + 47% say it helped them reduce support queries.
- + 76% say it helped them increase traffic.

It's clear that video is the right direction to move your business. In fact, 65% of those who were surveyed that did not use video planned to start using video this year. Simply because you're reading this guide, shows us that you might be in that 65% as well. In which case, CONGRATS! You're about to make some major moves. Our goal is to help you make those moves. Whether it's through simple video, or more polished professional video, this guide has the

recommendations you need to get a lay of the land and understand what type of video setup and equipment is best for your business. Hint: you may already have everything you need.

In this guide we go through four main types of video setups, including tips and gear suggestions.

We provide links to several products to get your search going (and none are affiliate links - simply suggestions). We also cover both BASIC setups and PRO setups.

Basic + Pro

The former are simpler and less expensive. The latter are more advanced and more expensive. All, though, are designed for busy business people that are hoping to find the right tools for the right situation. Whether you're trying to get out of the gate and get going with video or you're working to up your game and your gear, you'll find helpful information in this guide.

Setups We'll Cover



+ Desk



+ Mobile



+ Studio



+ On-the-Go

The Guide

Who This Guide Is For:

- + People who want to make more informed choices about what camera to use and when.
- + People who are ready to look at ideal video setups that mesh with their current workflow.
- + People who want to build basic knowledge and confidence around video to grow sales.
- + People who know that getting face to face creates more winning opportunities.
- + People who know that video helps you be there in person when you can't be there in person.

What This Guide Is:

- + An overview of your primary video setups.
- + Suggestions on the types of equipment you might need.
- + Best times to use each setup or product.
- + Help picking the right tool for the right job.
- + An overview on the best strategies you need to know to get started.

What This Guide Isn't:

- + Specific brand, product, and equipment reviews (although we provide great links to other sites where you can learn more)
- + Detailed how-to guide on shooting videos
- + Detailed how-to guide on editing videos
- + Detailed how-to video promotion ideas

If you're thinking about hiring a video professional or creating your own videos for your own marketing needs, this guide is definitely for you!

If you're a video professional who's consistently producing highly-produced videos - this guide may not be for you.

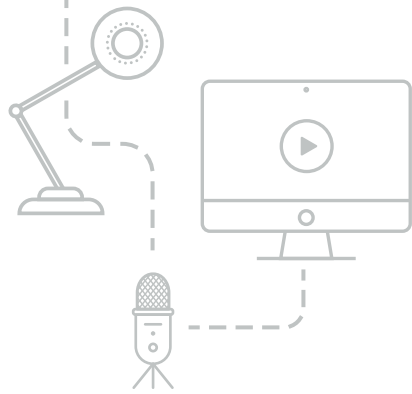
If you're somewhere in between or sitting on the fence about video, we expect you'll find value in the suggestions we provide! And don't forget to flip through to the end to see our seven video setup strategies. There you can learn our favorite tips from the video influencers we work with everyday, and what we've picked up on our own.

Strategies

We often hear from people that they have a hard time getting started with video. But once people get started, they create daily routines that help them incorporate video into their workflow, and in turn, see major results. In this guide, we'll take the time to go through each of the setups, what they are meant for, and the types of videos you should be shooting while using them. Moreover, we'll also go into detail on how you can develop your own video strategy.

We'll even provide you with our favorite seven strategies that will help you get started with video and feel comfortable on camera.





Desk Setup

This is one of our favorite video setups because once you get going with it, you have a reliable, convenient, and ready-to-go spot where you're comfortable.

Desk videos are the starting point to rehumanizing your communication. It's far too common for business professionals to hide behind plain, typed-out text on a computer screen. Because the cost is high - meaning your message can easily be confused and your tone can be misread. With video email, you can prevent this and save yourself a significant amount of time by talking instead of typing. Plus, with features like screen recording, you can enhance your communication quality, decrease the amount of emails you receive, and ensure you receive the proper paperwork or other necessary steps on time.

When to Use:

- + A long email you planned to type out (2 or 3 paragraphs or longer)
- + A cold lead reach out
- + Casual customer testimonials
- + Thank you emails
- + Just checking in
- + Happy birthday
- + Contract or transaction Anniversaries
- + Referral requests
- + Appointment confirmations
- + Appointment follow-ups
- + Event invitations
- + Reminders
- + Any message with subtlety, nuance, or emotion to it video
- + Video conference calls
- + Recording a PowerPoint or Keynote presentation
- + Providing reports from online sources for a supervisor, team member, prospect, or client
- + Training and teaching about how to use software or a software feature
- + Showing a prospect or client where and how to fill out an online form or contract
- + Anything else happening on your computer screen that you want to show or explain to another person or group of people

Desktop Setup | **Basic**



A CLEAN HOME OR OFFICE

This is self explanatory. A messy office will distract your clients. All they will be able to focus in on is the empty water bottle you left in the corner - even if there's just one! And let's not even talk about exercise bikes, box fans, laundry baskets, and other things we've seen (really). Be sure to push anything that could distract your contacts out of the shot before recording your videos. With that being said, there are things like family photos, and fun office decor that can enhance your shot - but we'll talk about that more in the pro setup! Keeping a tight shot can help, too, by showing less of what's around you.



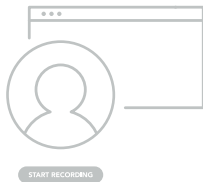
THE WEBCAM BUILT INTO YOUR LAPTOP OR MONITOR

Most built-in webcams are generally good quality (often 720 HD, many with 1080p HD). There are many benefits to just sticking with the camera provided with your laptop - but our favorite is the fact that it's already setup and ready to go, helping you improve your speed to video! The microphone's built in, too.



NATURAL LIGHT

For simple videos, you can almost always get by with what you already have. The sun coming in through a window. Overhead lights. A floor lamp or desk lamp. Just make sure the light is more in front of you than behind you.



BOMBOMB SCREEN RECORDING [CLICK HERE!](#)

This feature is free with all BombBomb accounts, including the two week free trial. With screen recording, you can easily share yourself and your screen at the same time. We recommend people use the screen recorder while going through heavy documentation, demonstrating how to use software, for giving presentations remotely or walking through anything on a computer screen with remote clients (among many other reasons!)



A CLEAN HOME OR OFFICE WITH A PERSONAL TOUCH

Sticking with the concept here of having a clean office is important. But - we've heard amazing stories of background props like animals and even children's drawings improving video engagement rate. People will relate to the personal aspects of your life - don't hide them!



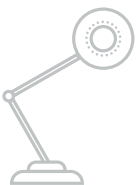
EXTERNAL USB WEBCAM [CLICK HERE!](#)

Unless you're consistently hosting video meetings or shows - an extra camera isn't necessary. For our weekly video show, the BombCast, our VP of Content, Jason Sheffield, uses and loves the [Logitech Pro Stream Webcam](#). It shows off a wider view so he can incorporate multiple guests. It also handles low-light situations better than your built-in webcam. The microphone is often a step up from the default built-in, too. [Click here](#) to see a variety of external webcams. Plan to spend at least \$50.



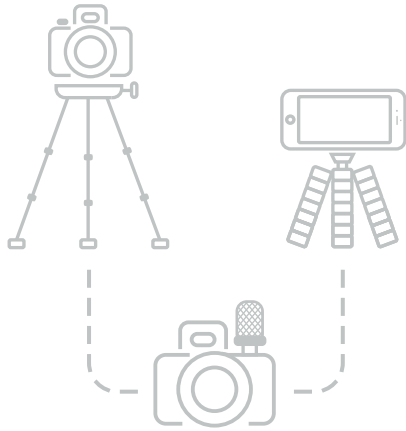
A USB MICROPHONE [CLICK HERE!](#)

If there's one thing video pros really hate it's poor sound quality. Even though most of your viewers aren't video pros, they'll notice poor sound quality even if they can't identify or describe it. Once you start making videos frequently, enhancing your sound could really work to your benefit. We've used and recommend the portable [Samson Meteor Mic](#) and the trusty [Blue Yeti](#). For even more, [click here](#).



DESK LED LIGHT [CLICK HERE!](#)

Many BombBomb team members and customers use simple LED [desk lights like this one](#) to improve the quality of their one-to-one videos. These lights are fairly inexpensive and can still make a major impact on the quality of your videos. If desk space is at a premium, you might consider a [floor lamp](#). Either way, look for something adjustable and be sure to place the lamp at a slight distance so you don't look like an interrogation subject or cast harsh shadows.



Mobile Setup

A mobile video setup is one of the most convenient ways to shoot video. Your smartphone is designed for recording videos - maybe even more than for making phone calls. And there's a full ecosystem of apps to manage, edit, and share your videos.

We understand that you're not a videographer. You're a business professional looking for ways to get face to face. Because of that, we recommend a mobile setup for quick videos you can record almost anywhere.

You can use a mobile set up in the car, around your home or office, "on scene," outdoors, the airport, etc. Some of the most effective videos we've seen are simple, spontaneous videos that were only made possible by the use of a smartphone.

When to Use:

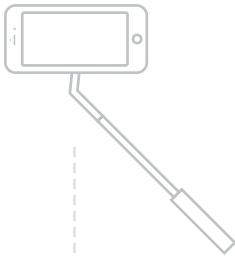
- + Product or service tours of any kind
- + Casual customer testimonials
- + Thank you
- + Great to meet you
- + Just checking in
- + Happy birthday
- + Contract or transaction anniversaries
- + Appointment confirmations
- + Appointment follow-ups
- + Invitations
- + Reminders
- + Any message with subtlety, nuance, or emotion to it
- + Instagram Story videos
- + Facebook Live video that you need to film away from home
- + LinkedIn videos

Mobile Setup | Basic



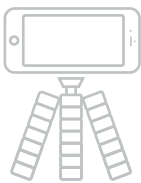
MOBILE PHONE

First off, you need a mobile phone with a camera that you're happy with. Most smartphones made in the past couple years by the main brands have incredible cameras so this shouldn't be a problem! One thing to note is that some phone cases, such as lifeproof cases, can diminish the quality of video your phone captures. Try to keep the lens uncovered and unfiltered.



SELFIE STICK [CLICK HERE!](#)

I know what you're thinking - a selfie stick!? If you can get past the tourist vibe, the selfie stick is actually a great investment at just [\\$8.99](#). Why? It can help stabilize your videos, and gives you the ability to record a wider area and put yourself into a scene.



MINI MOBILE TRIPOD [CLICK HERE!](#)

This phone stand is essentially a mini tripod with flexible legs you can attach to other surfaces. Let's say you need to take a quick selfie video in your parked car. You can attach the stand to something on your car so you're able to take a smooth selfie video! It's small and easy to bring with you anywhere.



MOBILE PHONE

Same as the basic setup, all you need to start is a smartphone with a camera you're happy with!

MOBILE GIMBAL [CLICK HERE!](#)

A mobile Gimbal works like the selfie stick does, but does a much better job of stabilizing your videos. It's able to take on a ton of movement and help your videos look even more steady and professional.

WIDE ANGLE LENS [CLICK HERE!](#)

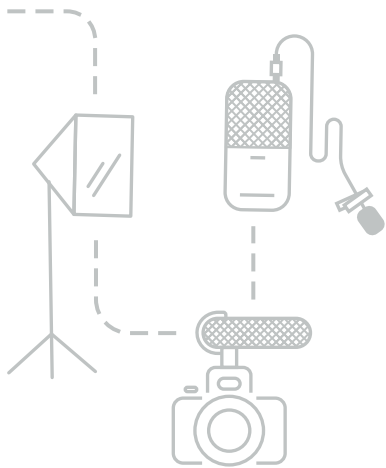
One problem with taking phone video is that it's often difficult to get good wide angle shots. Luckily there are fairly cheap lenses that can help you get great wide angle footage with your phone.

TRIPOD [CLICK HERE!](#)

For a pro setup, we suggest getting a full tripod to give you more flexibility than a [mini tripod](#). This is less convenient for video on the fly, but good for when you have dedicated time blocked for some video recording. With a [mobile tripod head](#), you can attach your phone to any tripod you might already have.

COMPACT ON-CAMERA MIC [CLICK HERE!](#)

[This Rode mic](#) might not be the prettiest, but this is a great option for shooting mobile videos with professional audio. For more mobile mic options, [click here](#). Keep in mind that the new iPhones don't have a standard mic jack, so you'll need the adapter they provide or one with a lightning connector [like this](#). That being said - Apple AirPods also come with amazing built in microphones that can easily enhance the sound quality of your videos. And they aren't just helpful for apple users - Android fans can purchase [Airpods](#) and use them with their phones as well.



Studio Setup

We know video can be intimidating - especially with a whole studio setup.

We're here to help! A good studio doesn't actually require a crazy amount of equipment. Below we've listed exactly what you'd need for a basic setup and a pro setup. A studio is perfect for more professional or educational videos that you want to produce consistently.

When to Use:

- + Intro and overview videos for your website or online store
- + Product or service features
- + Personal introduction or "video resume"
- + More formal customer testimonials or storytelling
- + Anything planned, scripted, and produced
- + Any videos with a longer shelf life or larger audience (YouTube, video newsletters, blog posts)
- + Educational videos for social media

Studio Setup | Basic



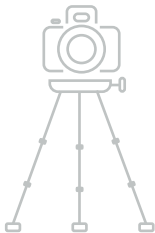
A CLEAN OFFICE OR ROOM

For a more lowkey studio setup, we suggest just using a room in your house or office. Some people even set up in the garage. Make sure the room is clean and free from any major distractions - sight or sound. You might be able to make something smaller work, but 8' x 10' is an approximate minimum to create distance between you, the camera, and the wall. More space gives you more flexibility.



DSLR OR MIRRORLESS CAMERA [CLICK HERE!](#)

This is where you have a whole world of options, because there are so many cameras to choose from. At the entry level (\$400), you've got something like the [Canon EOS Rebel T6](#), which is fairly easy to learn to use and has tutorials to help [like this one](#). [Mirrorless cameras](#) look a lot like DSLRs, but they're lighter, more compact, and can be better for video in terms of face tracking and focus tracking. Keep in mind that when you make your camera decision, you're buying into a specific lens ecosystem - not all lenses work with all camera bodies.



TRIPOD [CLICK HERE!](#)

For a basic setup, a simple, lightweight tripod will do the trick - here's an [extremely inexpensive one](#). If you want more height or more flexibility, you can find that in this [wide range of choices](#).



ON-CAMERA MICROPHONE [CLICK HERE!](#)

It's important to get good sound in your videos - especially when recording evergreen videos that'll be used in a variety of places and/or over a long period of time. This [Rode On-Camera Mic](#) attaches to your camera and helps you get a great, natural sound while recording indoors. For even more options, take a look [right here](#). Make sure your microphone of choice has a windscreen to eliminate noise from outside forces.



BRIGHT LAMP OR WINDOW FOR LIGHT

You can purchase studio lighting if it's in your budget ([here's a low cost option](#)), but if you want to keep things simple, we suggest using a bright lamp and/or natural light from the window and/or overheads.

Studio Setup | Pro



DEDICATED WALL OR ROOM FOR SHOOTING

Here at BombBomb we have a dedicated room just for shooting professional videos. All of our equipment lives here and stays set up so it's easy to get a shoot done fast. We suggest a dedicated room for the pro setup since it requires more heavy equipment.



CAMCORDER, DSLR, OR MIRRORLESS CAMERA [CLICK HERE!](#)

Similar to the Basic Setup, you'll want a DSLR or mirrorless camera. You might also consider a [camcorder](#). In all three situations, you can use the camera outside the studio. The DSLR and mirrorless cameras can also deliver great still images, which most camcorders don't do especially well.



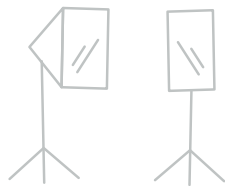
FLUID TRIPOD [CLICK HERE!](#)

This is a great tripod to keep in the studio. It's sturdy and accommodating to the DSLR that we recommended for the Pro Setup.



WIRELESS FILMMAKER SYSTEM [CLICK HERE!](#)

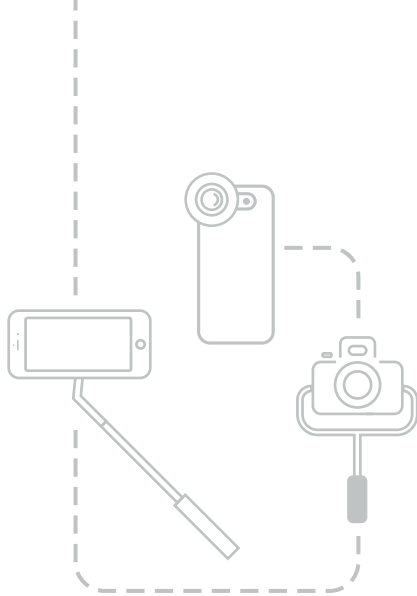
This system is wireless and allows you to get great sound on your videos. The microphones are also discreet, allowing for a cleaner shot with minimal distractions.



STANDING LIGHTING KIT [CLICK HERE!](#)

Natural lighting changes throughout the day so for a Pro SetUp, we suggest getting a nice light kit. With these all set up, you can film at any time of the day and still get great quality video. Go for two or three lights minimum - and [it doesn't have to be expensive](#).

PRO-TIP: Try to incorporate your brand through colors, props, backdrops, etc.



When to Use:

- + A product spotlight video - automotive vehicle, quick home tour, etc.
- + An interview style show - community videos, collaboration videos.
- + An alternate version of an advertising video - (always A/B test your ads!)
- + A "day-in-the-life" video

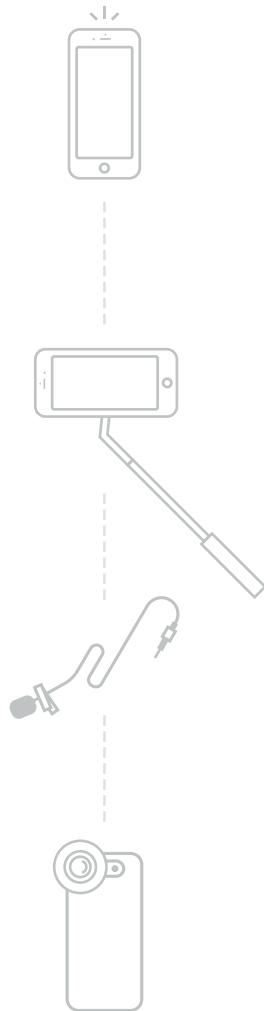
On-the-Go Setup

Once you feel comfortable on camera, it's time to take the show on the road.

This is a great opportunity to start working on collaboration videos with like minded companies and individuals. For example, we see a lot of real estate agents creating community videos with the owners of local neighborhood hot spots. These videos help them showcase their expertise in the neighborhoods they often sell in. Another great example is automotive sales people walking into the lot of their dealership and showing off a specific vehicle that a potential customer is interested in.

Here are our top recommendations for enhancing your on-the-go setup!

On-the-Go Setup | Basic



PHONE

This is another opportunity where your smartphone can actually do the trick. For some of the mobile videos we discussed in the section above, the phone on it's own can work just fine. But for these videos, we suggest adding in some of the enhancements below.

SELFIE STICK [CLICK HERE!](#)

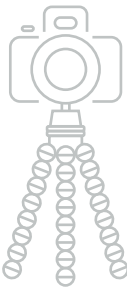
I know what you're thinking - a selfie stick? If you can get past the tourist vibe, the selfie stick is actually a great investment at just [\\$8.99](#). Why? It actually stabilizes your videos, and gives you the ability to film a wider area.

LAPEL MIC CLIP-ON FOR SMARTPHONES [CLICK HERE!](#)

This is an amazing find! As we mentioned earlier, many video pros encourage an emphasis on quality sound. For just \$11, you can purchase this inexpensive and discreet lav mic.

EXTERNAL MOBILE LENS [CLICK HERE!](#)

We've seen a lot of video influencers preach the power of an additional mobile lens. In fact, many of them are creating videos that look like they were created with an extremely large production budget, but they were actually just made on an iPhone with a moment lens.



DSLR AND MIRRORLESS CAMERAS [CLICK HERE!](#)

We've already plugged the DSLR a few times in this guide. We recommend using a Canon EOS Rebel T6 Digital SLR Camera. It's fairly easy to learn to use this camera and the internet is full of tutorials.

DSLR GIMBAL [CLICK HERE!](#)

This works the same way as the mobile gimbal. It helps you maintain a steady shot for more professional shoots.

DIGITAL CAMERA RODE MIC [CLICK HERE!](#)

This is a higher quality microphone, but once you start producing videos regularly, the improvements make the lav mic worth the investment.

PORTABLE DSLR TRIPOD [CLICK HERE!](#)

Another great add on for interview shots is the tripod. If you know you'll be shooting for a long time, it's definitely a great investment. Make sure you purchase one that's easy to transport!

7 Video Setup Strategies

1

THE BEST CAMERA IS THE ONE YOU ALREADY HAVE

An incredible video marketing setup can come in handy when you're producing a ton of videos but it's not as necessary as you might think. In fact, we learned that many of our video influencer winners have revealed that they get by simply by using the cameras on their smartphone and their webcam. Don't stop yourself from creating great sales and marketing videos just because you don't have a high quality camera. [Shoot everything you need with what you have](#) and only upgrade your equipment if you feel the need.

2

NATURAL LIGHTING IS NORMALLY YOUR BEST OPTION

While you can always add lighting to your setup, you can normally get away with the lighting that you have. If it's a nice day, sit near a window as you film a quick one-to-one video. If you're shooting outside, shoot shortly after sunrise or shortly before sunset. Good time windows include 7-10am and 4-7pm. And, always make sure the light is facing towards you instead of coming from behind you. You can also purchase a low cost [light reflector](#) to ensure the best possible lighting in your shot.

3

SOUND IS SOMETHING YOU SHOULD TAKE SERIOUSLY

I will admit that at BombBomb, we learned the hard way that sound is something some people take very seriously. We once ran a Facebook ad with a one-to-one video from one of our employees who wasn't using a professional microphone. Despite the fact that this was a simple one-to-one video on a laptop, something we always suggest our customers create, we still dealt with backlash on the sound quality of the video. That being said - had this video just been in someone's inbox - they might not have thought twice. But, because we turned it into an advertisement, we didn't get the best response. Bottom line - If you're sending one-to-one videos only, you might not have to worry about sound as much. But once you make your video forward facing, it's important to take sound seriously and invest in a mic!

4 DON'T SHY AWAY FROM PERSONAL PROPS

Real estate agent Ken Mucha, has been using one-to-one video for four years now. Most of videos are sent from his personal office. On his walls in his personal office he often showcases drawings that his children created just for him. And in one instance - these drawings worked to his advantage. One of his clients wrote him an email stating that one of the main reasons they chose to do business with him was his one-to-one videos. And they even mentioned that they loved seeing his kid's art posted on his walls because they remembered when their kids were young and their masterpieces covered their walls too. The videos helped the clients feel like they knew Ken, and could relate with him. So what can we learn from Ken? Don't hide your family photos, your animals, or a poster of your favorite band. Embrace the personal decorations in your office because your clients might see them and feel more connected with you because of them!

5 PUT YOUR PRIDE ASIDE AND INVEST IN A SELFIE STICK

I remember going to Disney World in the early 2000's and seeing selfie sticks for the first time. I also remember saying I would never in a million years buy a selfie stick. Here I am 10 years later telling you that the selfie stick is here to stay and worth the purchase. Camera shake is a real thing and it is extremely distracting. When you're holding your smartphone out in front of you and shooting a selfie video, it's fairly common for your hand to shake a bit. There are more expensive variations of the selfie stick called "gimbals" that can help with stabilization as well. But to start, an \$8.99 selfie stick can be your best bet.

6 UTILIZE SCREEN RECORDING TO MINIMIZE MISINTERPRETATION

Any time you want to demonstrate something on your computer screen, like how to pull out an online form, a tour of your site or how to use a software feature, you can use a screen capture or screencasting tool. Most will allow you to select your screen or draw a box within your screen, start recording, capture what you need or want to demonstrate, then stop the recording. The recording also captures your voice, so you can “show and tell” whatever it is you want to capture. You can also include yourself in the captured video, getting you face to face with more people more often. BombBomb offers a [free screen recording feature](#) with all subscriptions that allows you to do just that. Our clients love this feature, especially sales professionals in industries that require extensive paperwork.

With the screen recording feature they have been able to decrease questions, and increase the possibility that they receive the proper paperwork on time. Their partners, and customers love this feature and feel it adds a sense of transparency throughout an intensive process.

7 ALWAYS BE PREPARED TO SEND A VIDEO

Sending a video shouldn't be a massive process. It shouldn't intimidate you. And you should never not send a video because your hair isn't perfect, or because you're wearing athletic clothing. Always be prepared to send a video. Even if it's from your smartphone, pop in headphones that include a built in microphone (most of the headphones that come with your smartphones should,) step into an area with good natural lighting and push send! New leads and customers alike will appreciate your prompt response, and the fact that they are able to see you in your everyday life. These moments make you human - and your clients will love being able to relate with you!

Rehumanize your communication with BombBomb

Build trust, convert leads, and get referrals by getting face to face more often with BombBomb's video platform.

[TRY IT FREE FOR 14 DAYS](#)

Outro

No one camera or setup is right for all opportunities to use video.

Most salespeople who get into relationships through video, as well as sales and marketing through video, will likely use two or three setups regularly. The decision is based on how quickly the video is needed, how many people the video is for, how long the video will be used, and the approximate return on the video.

Just as you may need different cameras or setups for different jobs, you may need different video platforms. YouTube and Vimeo for hosting. Social networks for sharing. BombBomb for sending to specific individuals and groups with detailed tracking.

Not only does BombBomb allow you to target individuals and lists with specific videos. You'll know exactly who's opening, clicking, and playing - and exactly when these things happen. BombBomb also significantly reduces the steps required to send video in email - and makes sure your video doesn't go as an attachment (attachments significantly reduce your ability to deliver the email and requires more of your recipient if it does get delivered).

[CLICK HERE](#) to try bombbomb for two weeks absolutely free!

