

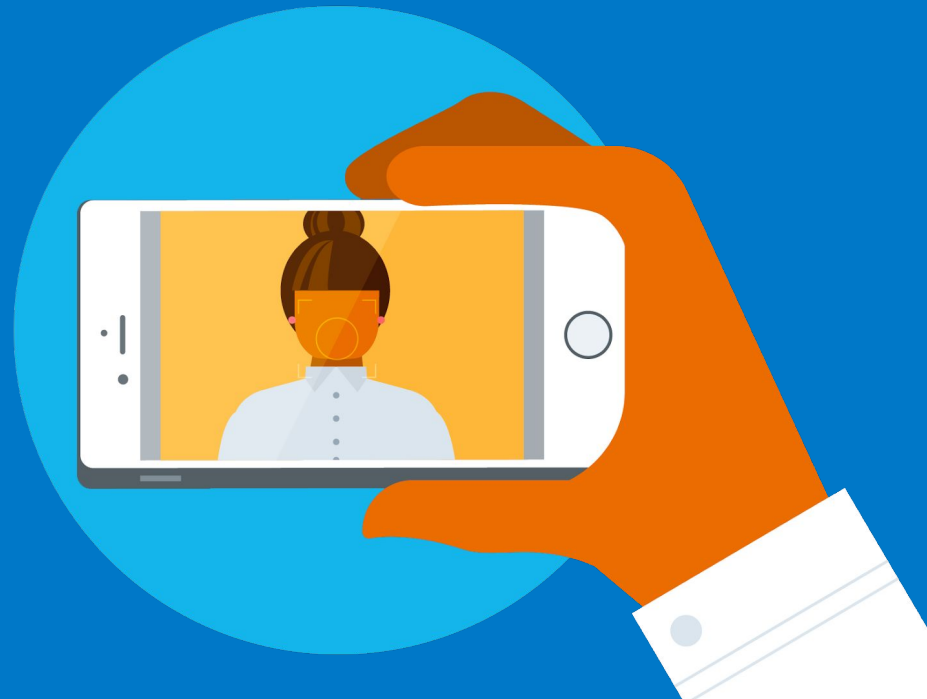
Xero Beautiful Business Fund

Entry video

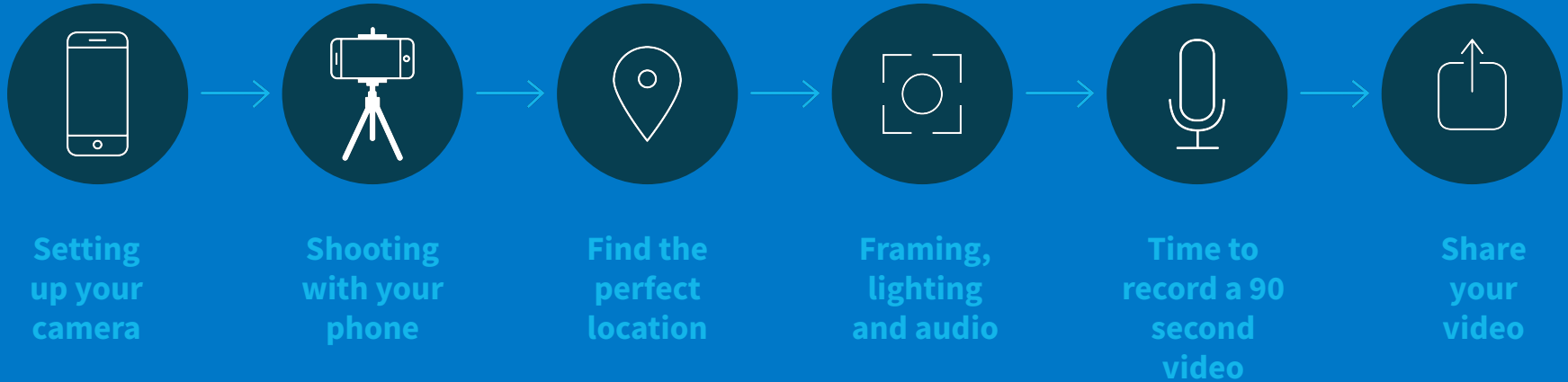
Filming guide



**BEAUTIFUL
BUSINESS
FUND**

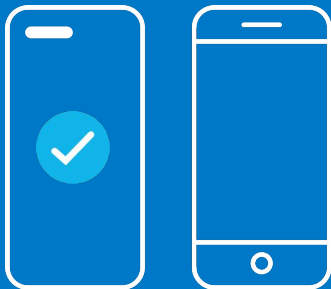


Steps for filming





Setting up your camera



Front vs back camera

If you can, please use the rear camera for better quality videos. The easiest way is to have someone film you or prop your phone on something and record yourself.

Camera Settings

If you are able to use the rear camera, be sure to adjust the recording settings; as the default is not set to the highest quality.

< Camera Record Video	
720p HD at 30 fps	
1080p HD at 30 fps	
1080p HD at 60 fps	
4K at 24 fps	
4K at 30 fps	✓
4K at 60 fps	



To do so, navigate to:

Settings > Camera > Record Video > 4K at 30fps



Shooting with your phone camera

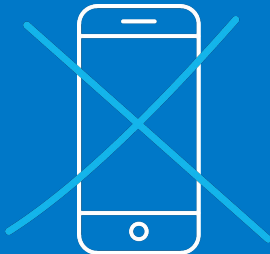
1.

Always use landscape mode

yes



no



2.

Stabilize the camera

Use a phone tripod, or find something to prop your phone up against while filming. Ensure it's not tilted.





Shooting with your phone camera

3.

Use exposure lock

This will prevent the iPhone from refocusing and automatically changing brightness during your video.

1. Tap the screen where you want to focus your video.
2. Tap and hold on your focal point until you see an AE/AF Lock banner appear at the top of the screen.
3. Tap and hold the sun icon that appears, and slide this up and down to adjust brightness, then you are ready to press record.
4. Tap anywhere on the screen to unlock the focus and exposure again at any time.

4.

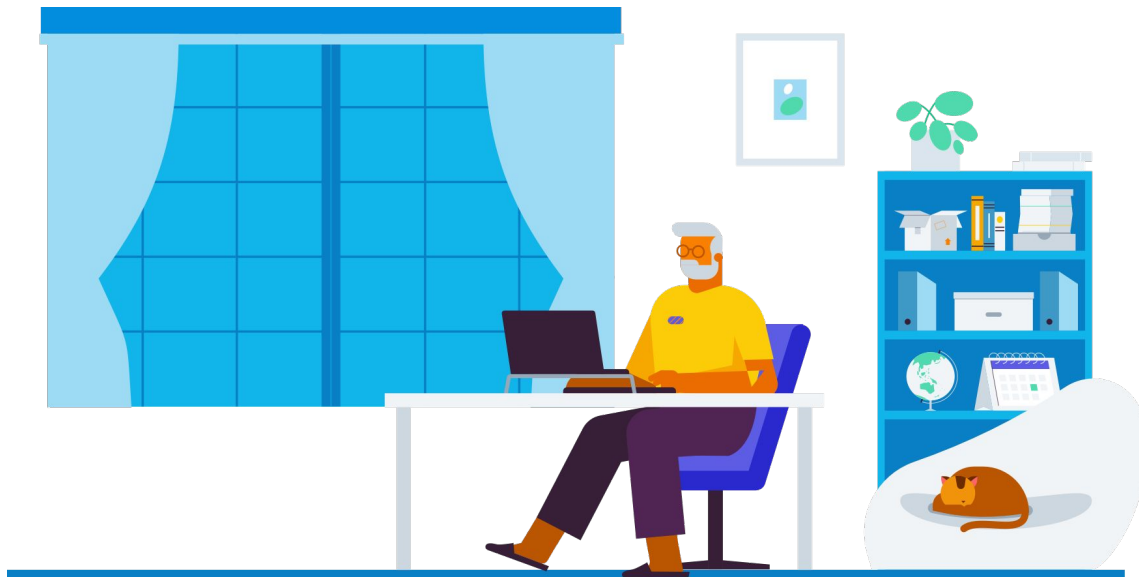
Turn on Airplane Mode

This will prevent unwanted disruptions while filming, and help maintain battery life (filming will drain your battery)..





Location

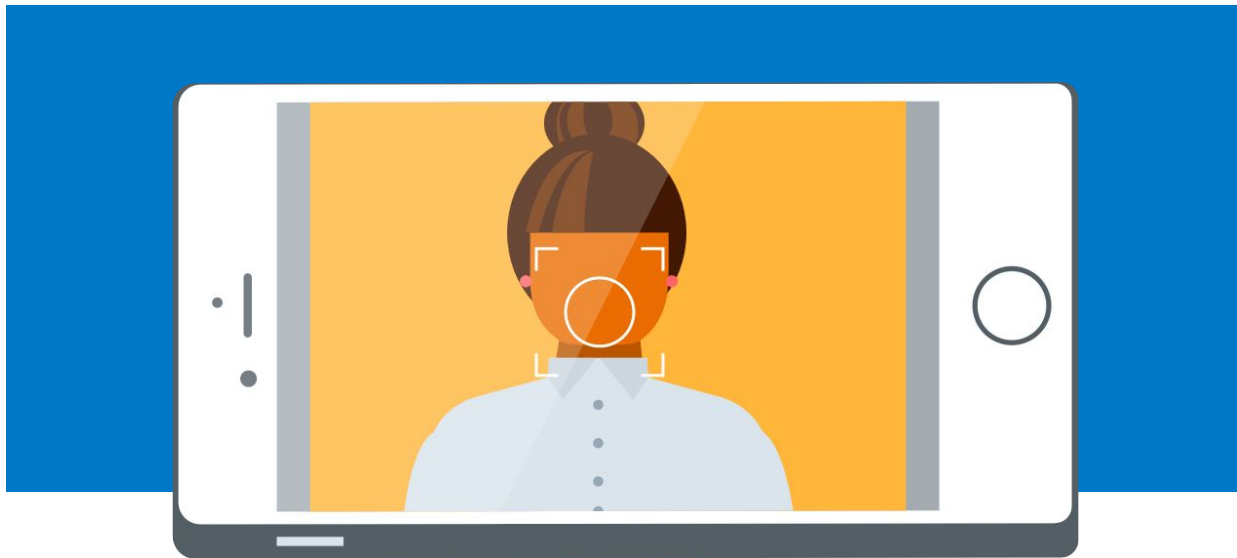


Find the location you want to film in

- Quiet space (indoors is best)
- Natural light
- A background that is clean and simple, yet more than just a white wall.
- Avoiding anything in the background that may contain copyright or consent to film concerns (ie, artwork, family photos, books with clear branding, etc)



Framing



1.

Find a camera angle where you can be eye level with the lens.

2.

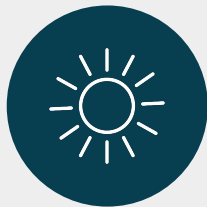
Center yourself in the frame.

3.

Don't stand close to the wall. Step 1-2 metres or 4-6 feet away to create depth of field.

4.

Do not use the camera's zoom.

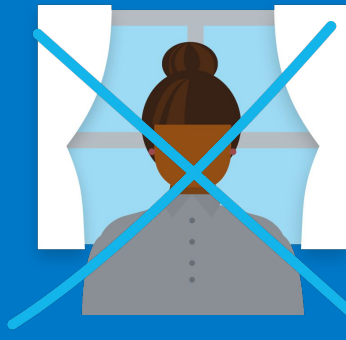


Lighting

yes



no



1.

Film during the day so it easier to light yourself

If you must film at night, use a lamp to light yourself. This can be tricky so daytime is preferred.

2.

Do not sit anywhere with a window behind you

An outdoor background will always be too bright in contrast to your face, causing you to be too dark.

3.

Face a window or sit to the side of one

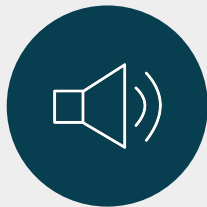
This will provide good lighting for your face.

4.

Adjust your lighting

Is the sun coming directly in your room?

If so, try pulling sheers over it to soften the light.

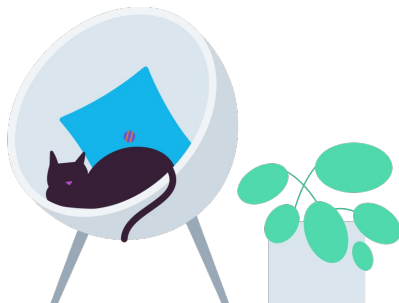


Audio

1.

Find a quiet space

Eliminate as much noise as possible. This means eliminating background noise from fans, refrigerators and open windows.



2.

Be close to the microphone

Position yourself as close to the mic as you can. Alternatively, you can use one phone for video, and another for audio. If you choose to do this, use the “Voice Memo” app to record the audio.

If using a lapel mic plugged into your device, position it in a discreet place that doesn't cause any rubbing noise as you move.

We HIGHLY recommend that you record a test for sound and play it back with headphones to check your audio quality.



Ok, time to record!

Now that your camera is setup, you've found the perfect location, and the lighting looks good; you are ready to record your 90 second video.

Things to be mindful of:

1.

Ensure your phone is charged.

It's a good practice to make sure you have plenty of battery, it also ensures you won't lose that perfect take if your phone dies!

2.

Ask others not to disturb you while filming.

Distractions can easily break your flow and momentum.

3.

Messing up is part of the process.

Start over whenever you like. Take your time we'll only see your best moments!!

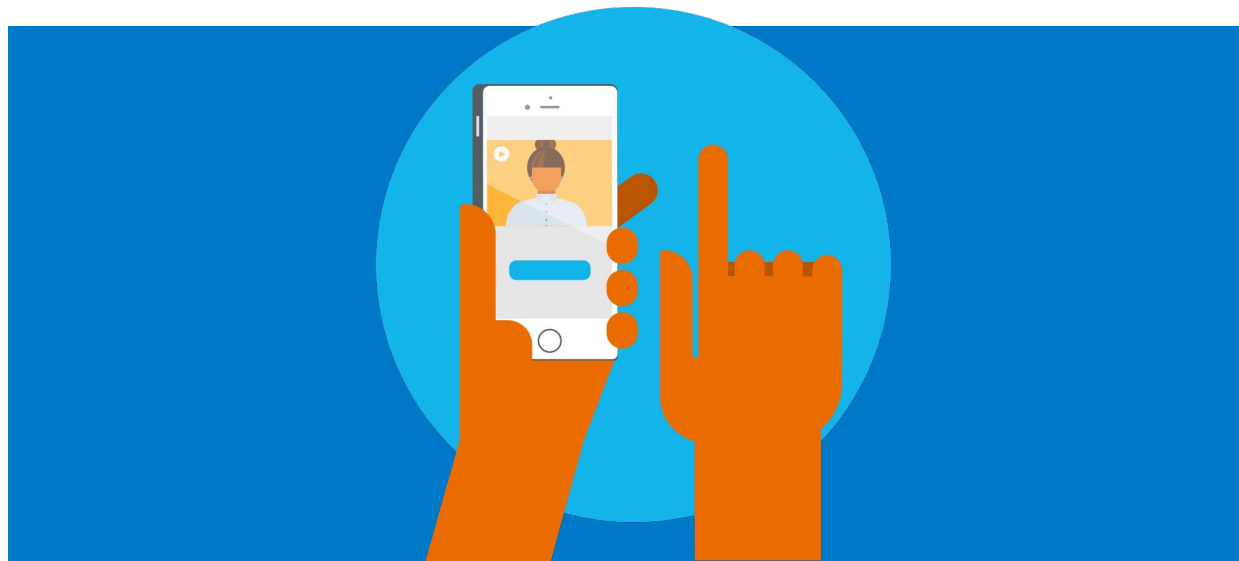
4.

Relax and be yourself!

You're going to do great!



**Ok, I have my
video. Now
what?**



1.

**Open up your
AirDrop on your
devices and share to
your laptop OR use
your card reader to
transfer to your
device.**

2.

Upload your video.

3.

You are done!

