To help us create the best possible ads from your content, please follow the guidelines below when recording your videos. These tips will ensure your footage is high-quality, engaging, and usable across platforms.

Video Tutorials:

We created some guidelines to save you time with the setup and recording. It just takes a few minutes to watch but will help you out a lot: Doctor Recording Guidlines

Recording

- **Record in One Take**: Capture your full message in a single, continuous video file. It's completely fine to pause or restart a sentence — just keep the camera rolling. This gives us flexibility in editing and ensures smoother post-production.
- **Avoid Multiple Clips**: Please do not stop and start the camera between lines. Avoid sending several small clips — one continuous take is best.
- **Don't use filters or effects**: leave this part of the process to our video editors.

Using a Script

- It's okay to read a script, but avoid sounding robotic.
- If using a **teleprompter**, position it **as close to the camera lens as possible** to maintain natural eye contact. Or use an app.
- Practice beforehand to sound conversational and fluid — like you're speaking directly to a friend.

Performance Tips

- **Tone of Voice**: Be authentic, casual, and relatable. Imagine you're genuinely recommending this to a friend. Avoid overly salesy or corporate tones.
- **Body Language**: Feel free to gesture naturally and smile — enthusiasm matters.
- **Pacing**: Speak clearly and avoid rushing through lines. A relaxed, confident delivery is key.
- **You can either stand or sit during recording** — just make sure you're comfortable and maintain good posture to stay engaged and confident on camera.

Lighting Guidelines

- **Face the Light**: Use natural light or a soft, front-facing light source. Position it **behind the camera**, not behind you.
- **Avoid Backlighting**: Don't film in front of a window or bright background — this causes unwanted shadows or silhouettes.
- **Even Lighting**: Avoid harsh shadows on your face. A ring light or softbox can help with consistent lighting if indoors.

Audio Quality

- **Do Not Use Camera Mic**: Built-in mics usually pick up echo or background noise.
- **Preferred Mic Options**:
    - **Lavalier Mic** (clip-on mic) — great for clear, direct sound.
    - **Shotgun Mic** — works well if mounted close to the subject.
- **Environment**: Record in a quiet space. Turn off fans, air conditioners, or other sources of noise. Avoid rooms with echo (e.g., bathrooms, kitchens).

Framing & Background

- **Framing**: Film from the chest up ("medium close-up"), with your eyes roughly one-third from the top of the frame.
- **Background**: Choose a clean, tidy background. Avoid clutter or distractions.
- Wear clothing without logos.
- **Camera Position**: Keep the camera **at eye level** — not too low or high. Use a tripod or stable surface — avoid shaky footage. Example:

This would be the perfect angle, there should be plenty of space beside you:

