



Clean your phone's lens carefully before doing anything, obvs.



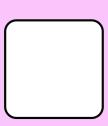


Position your subject in flattering light (silhouettes feel sinister) and shoot in portrait for mobile ready vids.



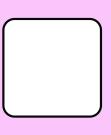


Record sound with a lapel mic with the Dolby On app. It's free and is great for cleaning up the audio.





Add movement to interviews by panning up or down, in and out of the frame. Ensure your interviewee has a focal point to speak to.





The edit - CapCut or Premiere Prowhatever your editing software, make any branding appears at the beginning.





Captions: 'Short' (9 words max) = 0.2 seconds per word + 2 seconds recognition time. 10 words or more + 3 seconds recognition time.



