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LINKS IN THIS DOCUMENT:

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* If prompted for a password, use the password that was emailed to you.

WORKBOOK FOR SALES, MARKETING & COMMUNICATIONS SEMESTER #3 & CLASS #8 (ALSO CALLED SMC-3-8)**

3 TOPICS COVERED IN THIS LESSON: (Brief Recaps in Brackets. Click the text to jump to the page in this workbook where we cover the Topics).

- 1** [SMC-3-8-1: INTRO TO VIDEOGRAPHY \(FOR MARKETING YOUR PRODUCT/SERVICE\)](#)
(Introduction to how to market your products and or services using concepts that professional videographers charge you way too much for.)
- 2** [SMC-3-8-2: INTRO TO 3 SIMPLE RULES OF FILMING VIDEOS \(FOR MARKETING YOUR PRODUCT/SERVICE\)](#) (We introduce the basics of how to shoot professional videos.)
- 3** [SMC-3-8-3: INTRO TO 3 SIMPLE AUDIO RULES \(FOR MARKETING YOUR PRODUCT/SERVICE\)](#) (We introduce the basics of how to record professional audio.)

Please have this workbook open during the SMC-3-8** lecture and fill in the blanks or answer the questions in this workbook when Chris asks you to do so during the live lesson (or during the replay of the live lesson). The homework for all lessons is always listed on the last page.

If you are watching a live version of this lesson, please let Chris explain the concepts and then we will have many opportunities for live Q&A when he mentions: “*Does Anyone Have Any Questions?*” You can also ask Chris questions about the concepts taught in this class during his weekly *For MBA Degree Program Students Only Weekly Q&A Webcast*, which is available at the following [link](#) using the password that was emailed to you.

Please note that after the class is finished, Chris will direct you where to go online in order to take a quiz based on the concepts taught in SMC-3-8. If you can’t watch this class live, then Chris’ team will have an edited replay of the lesson online within one day after this class has ended.

TOPIC 1 OF 3: SMC-3-8-1: Intro to Videography (For Marketing Your Product/Service)




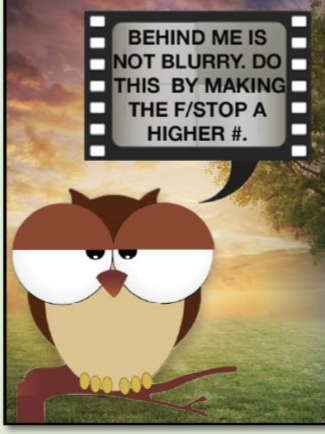
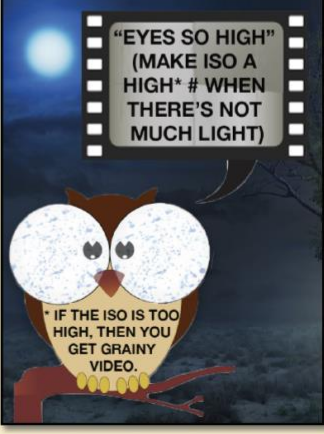
Optional: Type your notes for Topic #1 in this box:

Optional: How can you apply what you have learned about Topic #1 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #1. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #1. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #1, please look at the first page of this document to see what he will discuss in Topic #2 and Topic #3 (in case your question will be addressed during Topic #2 and Topic #3). Thanks:

TOPIC 2 OF 3: SMC-3-8-2: Intro to 3 Simple Rules of Filming Videos (For Marketing Your Product/Service)

My 3 Basic Video Rules:

STEP #1: IS WHAT YOU ARE FILMING MOVING QUICKLY?	STEP #2: DO YOU WANT A BLURRY BACKGROUND?	STEP #3: IS THE VIDEO STILL TOO BRIGHT OR NOT?
 <p>I'M NOT MOVING MUCH, SO FILM AT A LOWER FPS (FRAMES PER SECOND) OF 24*.</p> <p>* MAKE THE SHUTTER SPEED ABOUT 2X THE FPS.</p>	 <p>BEHIND ME IS BLURRY. DO THIS BY MAKING THE F/STOP A LOWER #.</p>	 <p>"EYES SO LOW" (MAKE ISO A LOW # WHEN THERE'S A LOT OF LIGHT)</p>
 <p>I'M AM MOVING A LOT, SO FILM AT A HIGHER FPS (FRAMES PER SECOND) OF 60*.</p> <p>* MAKE THE SHUTTER SPEED ABOUT 2X THE FPS.</p>	 <p>BEHIND ME IS NOT BLURRY. DO THIS BY MAKING THE F/STOP A HIGHER #.</p>	 <p>"EYES SO HIGH" (MAKE ISO A HIGH* # WHEN THERE'S NOT MUCH LIGHT)</p> <p>* IF THE ISO IS TOO HIGH, THEN YOU GET GRAINY VIDEO.</p>

Please Note: If you have completed all 3 steps above and you are not satisfied with the quality of your videos, then please consider one of the following next steps:

1. Add more or fewer lights (I will discuss this in another class in this MBA curriculum).
2. Use an ND filter (I will discuss this in another class in this MBA curriculum).
3. Consider buying/renting/borrowing a new camera and/or lens (which of course I will discuss in a lot of detail so that you can decide what camera/lens(es) are perfect for your video needs).

Optional: Type your notes for Topic #2 in this box:

Optional: How can you apply what you have learned about Topic #2 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #2. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #2. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #2, please look at the first page of this document to see what he will discuss in Topic #3 (in case your question will be addressed during Topic #3). Thanks:

TOPIC 3 OF 3: SMC-3-8-3: Intro to 3 Simple Audio Rules (For Marketing Your Product/Service)

My 3 Basic Audio Rules:

1. **STEP 1: LOCATION:** Are you filming outdoors and there is wind? If so, use a shotgun microphone or a lavalier with that “furry” cover on it. If you are filming indoors, use a shotgun or a lavalier or a Blue Yeti.
2. **STEP 2: DO YOU HEAR AN ECHO OR BACKGROUND NOISE?** If there are echoes indoors where you want to record, then add furniture or blankets on the walls or buy audio foam and stick it on the walls and/or ceiling. Also try moving the microphone closer to the person talking as this might reduce the echo and background noise.
3. **STEP 3: VOLUME:** If the audio is too loud, then on the camera, decrease the recording level, which is often called manual sensitivity and vice versa, if the volume is too low. You can also turn the “gain” dial on some microphones.

Weatherstrip for door: https://www.amazon.com/Duck-Heavy-Duty-Adhesive-Weatherstrip-282433/dp/B0025KUSY6/ref=sr_1_5?dchild=1&keywords=weatherstrip&qid=1600921304&sr=8-5

Door sweeper: https://www.amazon.com/M-D-BUILDING-PRODUCTS-MfrPartNo-43336/dp/B00P4QHJNG/ref=sr_1_43?dchild=1&keywords=door+sweeper&qid=1600921466&sr=8-43

Optional: Type your notes for Topic #3 in this box:

Optional: How can you apply what you have learned about Topic #3 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #3. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #3. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Thanks:

HOMEWORK

After this lecture, please complete any exercise(s) in this workbook that you have not yet completed (if applicable) and the quiz associated with this lecture. The quiz is always in the last lecture for each class.
Thanks