

Film your place in 15 minutes

Your phone is enough. These 14 short clips give us what we need to build your website and make your posts and videos. You don't need to plan anything or say anything to camera.

Before you press record

- **Wipe the camera lens** with your shirt. A smudged lens makes phone footage look soft.
- **Use the main camera** (not the selfie camera), at **4K, 30 frames per second** if your phone has it.
- **Tap the screen on the brightest part of the scene and hold** until it locks, so the picture doesn't keep changing brightness.
- **Don't zoom.** Walk closer instead.
- **Move slowly, or not at all.** Hold each shot still for 10 seconds, or walk at half your normal speed.
- **Turn the music off** while you film. We want the real sound of your place, and a song playing in the background can get a post muted or taken down.
- **All the lights on, blinds open.** Mid-morning or late afternoon light is best.

Each shot says **UPRIGHT** (phone held normally, for social media) or **SIDEWAYS** (phone turned on its side, for the website).

The shots

01 Your front, from across the street

SIDEWAYS

Stand across the road, whole shopfront and sign in frame. Hold still 10 seconds, then do it once more upright.

02 Walking in through the door

UPRIGHT

Start outside, push the door, walk in slowly and stop in the middle of the room. The way a customer sees it.

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| 03 | Your sign or name, close | UPRIGHT |
| Fill the screen with it. 5 seconds. | | |
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| 04 | The whole room, busy | SIDEWAYS |
| From a corner, at your busiest time. Hold still 15 seconds. This is often the hero of the website. | | |
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| 05 | The same room, upright | UPRIGHT |
| Same corner, phone upright, walk slowly along one wall. | | |
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| 06 | Hands making your best thing | UPRIGHT |
| Close up. The pour, the cut, the stitch, the wrap, whatever you do. Film it three times from three different sides. | | |
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| 07 | The finished thing | UPRIGHT |
| Your best seller on the counter or table. Walk slowly halfway round it. | | |
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| 08 | Where customers order or check in | SIDEWAYS |
| The counter, till or front desk, with someone behind it. | | |
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| 09 | Three small details | UPRIGHT |
| Things only your place has: the menu board, a tool, a texture, a shelf, the view from a seat. 5 seconds each. | | |
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| 10 | You, at work | UPRIGHT |
| Ask someone to film you doing what you do. No talking to camera needed. | | |
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| 11 | Optional: 30 seconds in your own words | UPRIGHT |
| Why you opened this place. No script, don't rehearse. If you don't want to, skip it. | | |
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| 12 | Room sound | UPRIGHT |
| Put the phone down, pointing at the room, and record 30 seconds of the everyday noise. Don't talk. | | |
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| 13 | Leaving | UPRIGHT |
| Walk out the door onto the street. It gives us an ending. | | |
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Your main products or services, each on a plain surface near a window. Plus one of you.

A few extra shots for your kind of business

Restaurant, café, bar

- A plate or drink landing on a table
- Steam, a pour, the grill
- The menu, flat and in focus

Salon, spa, beauty

- The treatment room, empty and ready
- Tools and products laid out
- A finished result, with the client's permission

Gym, trade, shop

- Equipment or tools in use
- The van, the shelves, the floor
- A job before and after

People in the shot

- If a customer's face can be recognised, **ask them first**, and tell us who said yes.
- If you can't ask, film hands, backs and the room from behind people.
- Staff: tell them you're filming for your website and social media, and leave out anyone who says no.
- Keep other brands' logos and TV screens out of frame where you can.

Sending it to us

Put everything in **one shared folder** (Google Drive, iCloud or Dropbox) and send us the link. **Please don't send clips over WhatsApp or text.** They shrink the quality, and we can't get it back.

Not sure about a shot? Film it anyway. We'd rather have extra footage than miss something.