



HATE BEING ON CAMERA? 5 IDEAS FOR A FACE FREE VIDEO

Face free or low face videos – yes they are a thing!

Not everyone feels confident and wants to jump on video. If you are an introvert or just don't fancy showing your face, don't worry. Here are some handy tips that can help you shoot face free videos in extra quick time.

SHOOTING AT HOME OR AT YOUR WORKPLACE

If you are at home, then shoot a behind the scenes video. Customers love to have an insight into where you are. Could be your yard, your work station, your tack room or your warehouse. It does not have to be glamorous, but it does need to take viewers along with you where they feel they are being allowed in on your world with a tour of your space. Then add text, music and a voice over to suit.

SHOOT A TIMELAPSE VIDEO

When shooting a timelapse, just set up your phone somewhere safe and go to video. Most smartphones will offer you a timelapse option, so frame up and press record. You will see white dots appearing around the red button. Below that you will see the amount of time recording and how many seconds of timelapse footage it is creating. If you don't have a timelapse option just record and then download an app to speed it up for you. Try PowerDirector, Hyperlapse from Instagram or Lapse Pro. Fast footage means you don't really see your face!

5 IDEAS FOR A FACE FREE VIDEO



SHOOT A TOP DOWN VIDEO

This style of shooting is great for face free content. You can shoot your hands creating or demonstrating a product, you can shoot an unboxing video, you can shoot you packaging up your products, or you can write a note and speed it up. If you are going to do these regularly, you will need a bit of kit to hold your smartphone steady. There are tons of options out there, but this is the one we rate as it's reasonably priced, sturdy and won't let you down.

MAKE YOUR CLIENT THE STAR

Client testimonials are a great way to promote your product or service, so put them on screen, not yourself. Many clients will have the same worries as you, so you need to make it easy for them. Offer to shoot them yourself and ask them just three easy questions. Why they love your product or service, what problem it solved and would they recommend it. Then post them up, not you.

PRODUCT SHOTS

Product videos don't need you to be the star of the show. You can shoot them top down and feature your hands, or you can shoot them in situ. The key is to shoot a variety of shot sizes and some movement, try putting them on a glass turntable or put them in a row or a group and you can put your phone on macro if it has the option and shoot small details. No faces involved.

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