



# TWO FOOLPROOF WAYS TO FIX MESSY LOCATIONS AND GET YOU SHOOTING WITH CONFIDENCE RIGHT AWAY

## 1. FIND THE PERFECT PLACE TO SHOOT - EVEN IF YOU'RE CONVINCED YOU DON'T HAVE ONE!

Before you choose where you want to shoot video, take a moment to have a serious think about your best location. Remember, it does not need to be perfect!

## HERE'S HOW TO THINK WITH A TV PRODUCER'S HAT ON...

1. Ignore any mess for now. We can deal with that in a minute. Equestrian spaces are often chaotic, and that's OK!
2. You may have a great place to shoot that you've written off as a location before because it's busy all day. If so, is there a quiet time of day that would work for recording a quick chat?
3. Is there a quiet time before your yard gets going, or your lorry gets loaded, where you can better control the noise levels?

If you are an instructor or selling equestrian expertise or services, you may find your yard is where viewers want to see you. If you are selling products, think about a good spot in your office, your shop or your warehouse. If you are a farrier or saddle fitter and are on the move, it is going to look fine if you are shooting from your van or lorry. If you are a vet or physio, you may want to choose a location with a more clinical clean look.

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## REMEMBER

- » Pick a location that will complement what you are saying, not detract from it.
- » Don't pick a location that's too busy. You don't want constant action or movement behind you.
- » Choose a quiet spot so background sounds are minimal, and ensure focus is on your video content.

## THINK ABOUT

- » where you feel comfortable
- » what reflects your business or brand
- » where you can control the noise levels

## 2- BLUR YOUR BACKGROUND

This is a great way to hide messy yards, lorries, offices and homes! *(No judgment, we get it!)*

Take a look at your phone and see if it offers you the option of blurring your background when you shoot video...

**iPhones** have a cinematic option on devices from 13 upwards

**Google Phones** have portrait option on the Google Pixel 7 and 8 devices

**Samsung** have a live focus button on the Galaxy S21 series, S20, S20+, S20 Ultra and Z Flip

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## BOKEH EFFECT

The blur of bokeh effect works best if you create a bit of depth of field, so don't sit right up against a wall. Feel free to choose a spot where you can see a background. Remember, it's fine if it is messy, as once you blur it, it is going to look slick and not reveal your clutter!

## DON'T HAVE A BLUR OPTION?

If you are on an older iPhone model, just download the Focos Live app, which will do the job nicely. If you are on an older Android, use your telephoto lens to focus on you, and make sure you have a gorgeous depth of field to give it every chance to help you out.

## BONUS TIP

If you are on an older device and are shooting for Insta Stories, then you can record in the Instagram app, where Insta will really help you out.

1. Go to Instagram and open Stories
2. Scroll and find the orange magnifying glass on a white background and click it
3. Search for "background blur" and pick the one with a pic of a black keyboard
4. Select it
5. Record your chat

## WANT MORE HELP TO GET YOU GOING WITH VIDEO?

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