

CREME OF NATURE[®]

Legacy of
LEADERSHIP

Video Submission Tips

For a better quality submission :



01.

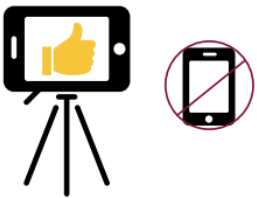
Use plenty of light; light source should be facing you **never behind you.**



02.

Make sure your background is **clean and clutter free**

(Clean up & remove anything that could be deemed distracting from your background)



03.

If using a phone or tablet, please position it horizontally

(try not to hold your recording device unless you're doing some kind of day in the life or tour and your narrative fits that)



04.

Position your-self centered on screen at eye level



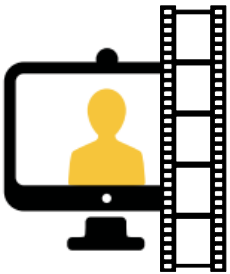
05.

Prioritize crisp, clear audio

(do a test read to make sure that your audio is sufficient. Try to turn anything that is making even a little bit of noise off such as air conditioners, fans, or filters.)

Video Submission Tips

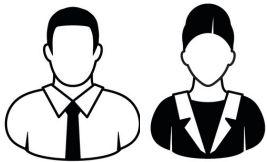
CONTINUED FROM PAGE 1



06.

Please make sure that camera recording settings are at 1080 and no more than 30 frames per second

(nothing higher is recommended)



07.

Practice your camera presence

Presence is the absence of a filter between you and your audience. It's You authentically showing up as You. If you are worried and distracted, it will show up in your eyes and facial muscles. Be Confident!



08.

Get prepared and hit record

Do a few test-reads to make sure that your delivery is on point. Even consider doing a test recording. Remember it doesn't need to be a straight through read if you know your way around basic video editing.



09.

Play it back and watch yourself

Watch it at least 3x to make sure it's everything you want it to be!



10.

Upload using WiFi

Do not upload videos from your mobile connection as it may cause your upload to be submitted in standard definition and not in high definition.