

3 Tips to Improve Your Videos

If you've been doing the video challenge from the [last Winning Edge](#), inevitably you've watched a video and felt like you come across as more stiff and less animated than your normal self.

Chris Goor is a YouTuber who spent his career on the other side of the camera, filming thousands of interviews, events, and even a royal wedding for the BBC. He's used every kind of camera there is, but he shows how you can make big upgrades to your videos and still use just your phone. Here are three of his tips to improve your video content while still filming from your phone.

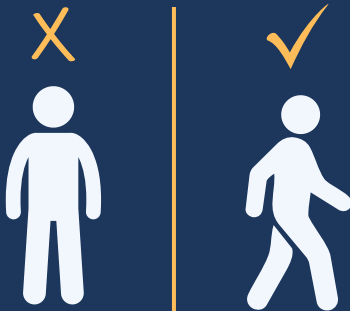
The 3 Tips To Level Up Your Phone Videos:

**ONE IDEA.
ONE MINUTE
OR LESS.**

1. One idea per video.

Don't overcomplicate and make long videos. Boil down your topic to a single idea. Goor calls short form videos "bubble gum for the eyes" so keep it that simple. If you're having trouble saying your idea all at once, break it into short sentences, record each a few times, and then pick the best one. Remember: One idea in one minute or less.

 [Watch: Make better content!](#)



2. Move while you talk.

If you look stiff on camera, walk or move in your video. This makes it more visually interesting and better to watch. If you use a microphone, you can start talking as soon as you enter the frame of your shot and walk up to the camera while you are talking. You can also hold something like a cup of coffee, so your video feels less formal than a campaign commercial

 [Watch: Steal This Framework](#)

 [Watch: This One Move Makes You Look Natural on Camera](#)

**PRIORITIZE
GREAT
AUDIO.**



3. Make sure you sound great.

Improving sound quality will dramatically improve your video quality. People will watch something with great sound and okay video over perfect video with bad sound. One way to sound great is to pick up a simple mic that connects to your phone and then attaches to your shirt. Something like the DJI Mic Mini is less than \$90 and easy to use, even at noisy events.

 [Watch: Your Sound Is So Important](#)

The Bottom Line

Here's the bottom line. Don't overcomplicate your videos. Just keep it to one idea, move while you speak, and add a decent mic.