



**Next**, think about different "scenes" or backgrounds along with different music every 10 seconds. Yes, that is hard as well, but people are really not interested in looking at you for very long or at all, but what you have to say. Think beyond the studio, then about being outdoors on a mountaintop, beach or riding your bicycle to show whatever you are talking about in different ways than just the webcam. The beauty of video is being creative with live streaming and recording from everywhere.



**Next**, mix it up, think about the talent. Have more than one person present by simply handing the smartphone camera to them and they can talk, using both cameras and showing both up close and far away like with the Cinematic Mode on the new iPhone. Yet any smartphone has video capabilities that can transform your store, resort, or production demonstration really easily.

**Next**, get a "ring-light" for about \$40 for indoor production. This simple tool can make producing videos easier with better lighting for the talent, product demo or just showing anything else.

**Next**, get a great microphone, rather get two for multiple presenters.



**Next**, there are many easy-to-use video, audio, and image production applications (just too many to mention here and thousands of companies to help you if you want professional help) that help you organize, edit, add scenes, music, and other content. As you extend your journey into content production in any format you will find one you like to help you be even better though remember it's always about the story script not special effects.

**Stop** - you are ready to publish and "test drive" your videos and podcast. Think about your videos and podcasts as "cookie samples" to see what people think about them. Accepting criticism is often hard but remember everyone thinks they are "movie critics" and learn for the next one.

**Summary** - please understand this is not a definitive guide for writing short business videos, webinar and audio podcasts, just some lessons-learned in writing and producing them for more than 30 years. I admire anyone who tries as it's really hard in any format, yet who wants to make them even better. We can all learn more whether from the greatest such as Dalton Trumbo, Alfred Hitchcock, Stephen Spielberg, Ridley Scott, or even the newest producers on TikTok.



**Resources** - This is included if you want/need help in production, hardware, and other areas. **Please send** services, solutions and products that can help everyone to [cross@gocross.com](mailto:cross@gocross.com).

Here some ideas for action:

Glad to give anyone a first-time gratis review of their script and if you need script writing email [cross@gocross.com](mailto:cross@gocross.com) to discuss options.

[Top-10 Videos](#) on Virtual Streaming Solutions: Performances, Tourism, Fitness, Museums, Churches, Sales, Customer Support, Social, Politics & Finance. If you would like a video like this, email [cross@gocross.com](mailto:cross@gocross.com) discuss.

How to Do [Build Your Own Video Network](#) Easily for Hundreds, Not Thousands,

A personal favorite 30-second TV ad from Peter Pilotto because so elegant and simple from [Target](#).

Here's presentations skills classes for business and organizations>>

And, video streaming, virtual events, podcasting, and much more solution:



**SocialStreamingTV**

- Live & OnDemand Video Network to millions of viewers
- Private Branded (your domain)
- Vast Virtual Events - Webinars
- Live Newsfeed - Vast News Library
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