Seek out a filming location with a light source above, to the side, and in front of the presenter. If you can't find a location like this, try placing a light in this location.

Find a neutral background that doesn't distract from the action. If you can't find a good location, you can tape or pin a light blue or light brown sheet to the wall behind the presenter.

This is the area seen by your viewers, called your 'frame' or 'framing.'

The camera should be at eye level to the presenter. Place the presenter's eyes one third of the way from the top of the frame.

Try to stand more than 6 ft from your background to minimize shadows.

When filming, find a location with little or no background noise.

If you use your smartphone for filming, do not use digital zoom. Instead, place your phone at the appropriate distance from the presenter for your desired framing.

You may want to fix your camera in one position for the duration of your video. You can use a tripod or selfie stick to keep it stable. If you have someone hold the camera, keep movements smooth and steady with minimal shaking.