

How to make your first yoga video in one week Action plan and Equipment List

This action plan is written to enable you to make your first yoga video in just one week in less than an hour per day. Of course you could also stretch this out over a couple of months by choosing one day per week to work on it. The most important thing is to choose a schedule and stick to it. One day at a time, you *will* get this done.

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Day 1: Choose your subject

Consider your target audience and your purpose for the video. Some ideas include:

- Lead magnet to inspire people to sign up for your email list
- Nurture content to send to existing subscribers
- Attract content to give people a glimpse of your style on a public platform such as YouTube
- Promotional content to get people excited about a specific workshop or event.

Make the subject best fit your teaching style, even if that means it's nothing flashy, difficult, or fancy. Don't do a pose breakdown of Leg Behind The Head Pose or Vishvamitrasana if your current or target studentship are beginners, and also don't do a yin class if you are using your video to promote an advanced arm balances workshop, etc.

Day 2: Choose a location

Pick your location based on size, simplicity, and lighting

- Bright, natural light (unless you have access to a studio with professional lighting)
- Big enough to be able to pan-out far enough to fit all of your limbs and appendages on-camera, which means test-running you in 3-legged dog and urdhva hastasana, i.e.
- What angle will you film from? You want to make sure that windows and sources of light come from behind the camera, not behind the subject.
- Is there a simple or interesting backdrop that is not cluttered? If it's an unusual color, make sure to take that into consideration with your wardrobe.

- If you have to reserve the space, make sure to reserve about 3x as much time as you think you need so you do not feel rushed.

Day 3: Inventory and Purchase Equipment

Microphone:

Before choosing your Microphone, you need to decide whether you will be doing your audio live or as a voice over.

- A. Voice over is easier during filming - do this if you feel comfortable with tech and editing, but not so comfortable in front of a camera. For voice-over audio use a [Blue Yeti microphone \(about \\$120\)](#) or [ATR2100 \(\\$60\)](#)
- B. Live audio is easier post-production - choose this option if you feel more comfortable shooting than you do editing. For live audio while filming: [Wireless Microphone System](#) (\$30)

Camera:

This is the place where you can really spend or save money. The most important aspect to your camera (and benefit of using a standalone camera) is the lens. If you already have a good video camera, you might invest in a new wide angle lens.

- A. [Cannon 1300d](#) or [cannon EOS rebel](#) is good but it depends on the size of your space. You might have to buy a different lens etc.
- B. Your iphone or android phone - especially ones that film in HD or higher work perfectly, so no need to buy an expensive camera.

Lighting:

[2-point lighting kit on Amazon](#) starts at about \$60 US (This is optional if you have great natural lighting in your space)

Editing:

- A. Apple imovie
- B. Clip champ or Wevideo for Android users

Day 4: Plan hair and makeup

- Avoid anything too contrasty, muted solid colors are better than brights.
- Style your hair and wardrobe so you won't be fumbling with them during the video. If it's a new outfit for you, wear it to practice in at least once to make sure you don't have to adjust all the time.
- If you will have several people in the video, make sure their outfits coordinate but don't match.
- If you have long hair, tie it back. Find a secure style that you like so that you don't have to worry about this detail on the day of the shoot.
- If you don't usually wear makeup, do a test run on and film yourself to see how it looks. Just a little bit of makeup can make your features easier to see on camera.

Day 5: Do a Test Run

Run through your sequence alone and talk through the entire thing aloud. If you will be teaching others, you can do another rehearsal the day of the shoot, just plan enough time for this.

Day 6: Shoot!

- Test the frame: move limbs in all directions, make sure you can see all body parts in all poses
- Make sure you know exactly what you are going to say first and exactly how you are going to end.
- Once you start rolling the camera, take plenty of silent time before you begin. Do the same thing at the end of the video. It is very easy to cut footage at the beginning and end, but you can't add time back in.

Day 7: Edit

- If you are intimidated by tech, keep it simple! If you chose a live audio format, you can simply snip off a piece at the beginning and another at the end, convert to an MP4 and be done.
- Remember that done is better than perfect. This is your *first* yoga video, so probably it's not going to be your best. Make it good enough and get it out there for feedback. Then if you loved the process, get to work on making #2 even better!
- Don't let this be the piece that gets you hung up. If you got this far and run into a challenge with the editing, hire someone to either do it for you, or even better teach you how to do it.