

Vlogging Tips from A to Z

A – Advance. Advance your point/story/idea. Move things along. People get bored easily, especially with video.

B - Bold. Be bold. Be different. Stand out. Say something worth listening to or show something worth watching.

C - Cut. Cut a lot. Cut out at least half of what you started with. (You can always put it back in, but you probably won't.) Move things along - try jump cuts. Also, be creative, but be honest and cut it out if it's crap. Most of it will be.

D - Dig. Dig into your subject to the interesting part. After that, see letter C - "Cut."

E - Excellence. Strive for excellence, but don't let perfection get too much in the way.

F - Fade to black. Use a few, simple production tricks. Not a lot, but a few can help.

G - Gain. Gain a little more knowledge and experience every day. Step-by-step, day-by-day, little-by-little you will become much, much better.

H – Handheld. Get out of your house and take to the streets.

I - Interest. Interest your viewers. "Interest" is an active verb. Draw them in. Spend time thinking about how to do that. Think of your viewers, not just of yourself. What are you giving them?

J - Just vlog it. Make it a habit. You can throw it all away if it's no good.

K - Creative. Be creative. But don't be too kute. (see "K" for an example of too kute)

L - Light. Make sure your vlog is well-lighted. It really is one of the most important things. Of course breaking this "rule" for an occasional effect can be interesting, but doing it too much is simply annoying.

M – Message. Stay on message. Stay focused. Have one main point. It may take you time to determine what your point is, but once you have, don't ramble to other things. (See "W" to help with this.)

N - Need. Ask: What does the viewer NEED to see to help him/her understand my point/story better?

O - Open. Be open to what comes along unexpectedly. You can always edit.

P - Prepare. Prepare at least a basic outline of what you want to shoot or say. But stay open to possibilities (see "O").

Q - Quit. Quit when you have nothing more to contribute to your point. Don't go on and on simply because you can. In general, the shorter the better.

R – Repeat. Repeat main themes or ideas, but do it in an unobvious way. If you keep things moving along (stylistically and intellectually), but build in discreet repetition, your point will accrue more weight in the unconscious mind of your viewer.

S - Style. Develop your own. Vlog a lot, take chances, and you will. (see "X")

T - Take 3. Do it over if you have to. Vlogs don't have to be perfect, but they shouldn't be utter crap either – not if you want others to watch them.

U – Undertake. Undertake a large project. Explore a big theme. Do a series of short vlogs over time on the same topic. You'll be surprised at the results you get and the things you learn.

V - Vary. Vary your shots, background, etc.

W – Write. Write about your topic. Brainstorm. Jot things down. Write uninterrupted for five straight minutes. Video has certain advantages over text, but text has certain advantages over video too. It will help you better understand what you want to do.

X - Xerox. Copy vloggers you like in order to learn from them. You'll develop your own style over time. (see "S")

Y - Yoga. Stretch yourself (umm, not literally). Go out on a limb from time to time. Go beyond your comfort zone just a little. Write down something you wish you could do but could never see yourself doing. Now take one little, tiny step in that direction.

Z - Zoom. Do it sparingly. Start already zoomed in. The details will communicate the essence of the whole if done right.

Source: vlogblog.com