

Video allows potential buyers to view equipment before they purchase. Follow these guidelines to enhance the likelihood of a quick sale.

Film All Sides



Front



Right Side



Left Side



Back

Film in **landscape** (wide). You may think portrait (tall) looks better for your piece of equipment, but landscape is better supported on most screens.



Lighting

Make sure there is enough light. Avoid backlighting. Use lamps if necessary.



Operation

Walkaround videos are fine, but if the video shows the equipment running, your piece will likely sell faster.



Detail

Include close-ups of control panels.

Shot Checklist

- All four sides
- Inside electrical panel
- Key operating areas
- Inside of any compartments or tunnels
- Specs and Features
- Pretend you are a product moving through the equipment, and film following that path.
- If the equipment is running, show all points of action.
- If you were purchasing this equipment, how would you inspect it? Follow those instincts.

Audio

- Turn off any radios or music, as it may result in copyright disputes that can cause YouTube to block your video.
- If reasonable, turn off noisy fans in the area.
- It is best for the camera operator to not sing, whistle, or chat while filming the video.

Image Quality

- A smartphone camera is fine. An expensive camera is not necessary.
- If something happens during filming, such as someone walking through the shot, it is best to restart.
- Make your movements as smooth as possible. Walk smoothly. When you move the camera from side to side, it should feel slow.
- When using zoom, zoom slowly. Make the zoomed shot long enough to be worth it (at least 5 seconds).
- If using a smartphone, it is better to move closer to the area you want to focus on rather than using zoom. The zoom feature on phones reduces the quality of the footage. Using zoom on a camera is fine.