

7 STEPS TO PRODUCE YOUR FIRST SHOW

EQUIPMENT, RESOURCES AND CHECKLISTS TO MAKE
AN EASY SHOW THAT ATTRACTS YOUR AUDIENCE!

JANE GARDNER

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Introduction

Be Everywhere Now!

JGardner Marketing Ltd. is a company that loves video and video marketing, production, television production and helping others local businesses to get onto the internet to reach, educate and sell to more customers using video production.

Jane Gardner , President of JGardner Marketing Ltd. is on a mission to get all local businesses to realize the power of the internet for their business to increasing their customers, clients and strategic partnerships all over the world through video.

Are you Invisible?

You have a mission you want to share.

Time to get yourself on video.

Share your message. Attract your audience to your mission. I was born shy and I never thought I would be on camera. I was always taking the pictures and avoiding family pictures. If you had told me 10 years ago that I would be doing video without makeup to make a point, I would have laughed at you. But that is my mission. I don't wear makeup on video, I make mistakes and I flub and don't edit my video to prove that anyone can do video.

So why aren't you?

Now, I do have a secret weapon which allows me to control my look and I will be sharing a few of my secrets here.

1st Step - Get your Studio Ready!

Good USB Microphone

It is amazing the quality audio you can get from very reasonably priced USB microphones. A webcam or laptop microphone is forbidden! 😊.

You can have grainy video but if your sound is grainy, your audience won't be able to connect with you. But in your studio when there is no background noise or any very minimal background noise, you may find that those cheap microphones or cheap headsets like your built-in microphone in your laptop, in your Smartphone as well as the headset or earphone microphones can actually give you decent quality audio.

Again, it's just for your vocals. It's not for recording music or recording musical instruments here. So, if you're just doing a podcast, if you're trying to record a video you can try with what you have after all you already have it and if you are happy with the result then you don't need to go any further.

Best Seller



Blue Snowball iCE USB Mic for Recording and Streaming on PC and Mac, Cardioid Condenser Capsule, Adjustable Stand, Plug...

★★★★★ ~ 17,625

Black



Blue Yeti Nano Professional Condenser USB Microphone with Multiple Pickup Patterns & No-Latency Monitoring for Recordin...

★★★★★ ~ 5,327

Lights

Lights will be the most challenge to get them to give you a light you like for your video so you may have to play with how many lights, what type of lights and whether you want a coloured light etc. I'm in a dark basement den and all I need are two standing lights.

However, I have added an infill light against the green screen for shadows. Also, if you aren't happy with your skin tone under the lights you can experiment in your webcam or broadcasting software to change the colour. But get some lights! You don't want to just be doing video in morning light. You want the flexibility of doing video anytime.

Best Seller



Photography Photo Portrait Studio 600W Day Light Umbrella Continuous Lighting Kit by LimoStudio, LMS103

★★★★☆ ~ 8,633

\$57⁹⁹

Ships to Canada

More Buying Choices

\$43.80 (6 used & new offers)



LOMTAP Photo Studio Lighting Kit Photography Studio Softbox Light Kit Background Support System 6.5ftx9.8ft Stand Octagonal Softboxes Cantilever Reflector 5 Bulbs 6 Clips

★★★★☆ ~ 227

\$159⁹⁹ ~~\$189.99~~

Ships to Canada

□ Webcam

I was amazed 5 years ago when a simple Logitech webcam could create the quality video such that today I broadcast that video on Big Screen TV with little loss of quality. So get yourself a good webcam. The Logitech Brio I just bought is true 4K (not needed) but a good investment and easy to adjust skin colour and light to what you want it to be –also can change it from 60 to 76 degree angle.



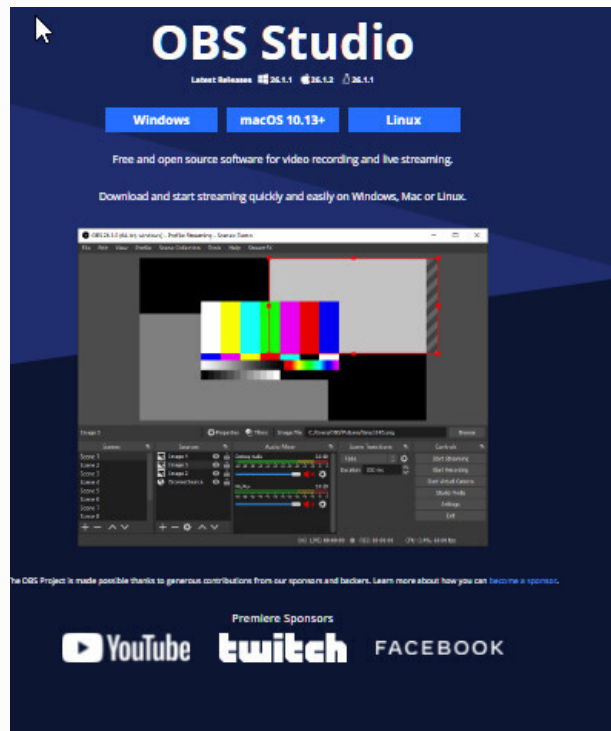
2nd Step - Get Broadcasting Software!

Broadcasting Software

If you want to rock and amaze your clients with your studio skills then use a Broadcasting and Livestreaming software like Xsplit from [Xsplit.com](https://www.xsplit.com) or Open Broadcast Studio (OBS) from obsproject.com. Both softwares have a free versions with OBS being open source so it is always free and Xsplit has a free version with 4 scenes (all you really need for an interview show for example). Xsplit paid version is reasonable priced but the power of use and easy of use and feature benefits are worth the price.

The best benefit of both software is you can setup scenes before you broadcast so you aren't searching for presentations or logos or video on your desktop like with Zoom. You can create a scene setting up video, logo, branding, music, etc. and then just click a button to move from scene to scene. It can livestream out to social media sites like Facebook Live or Youtube just by setting up the link first and when broadcast goes live, it streams to the channel. The second best benefit is you can record the broadcast as a video in high quality so you don't need a screenrecording application.

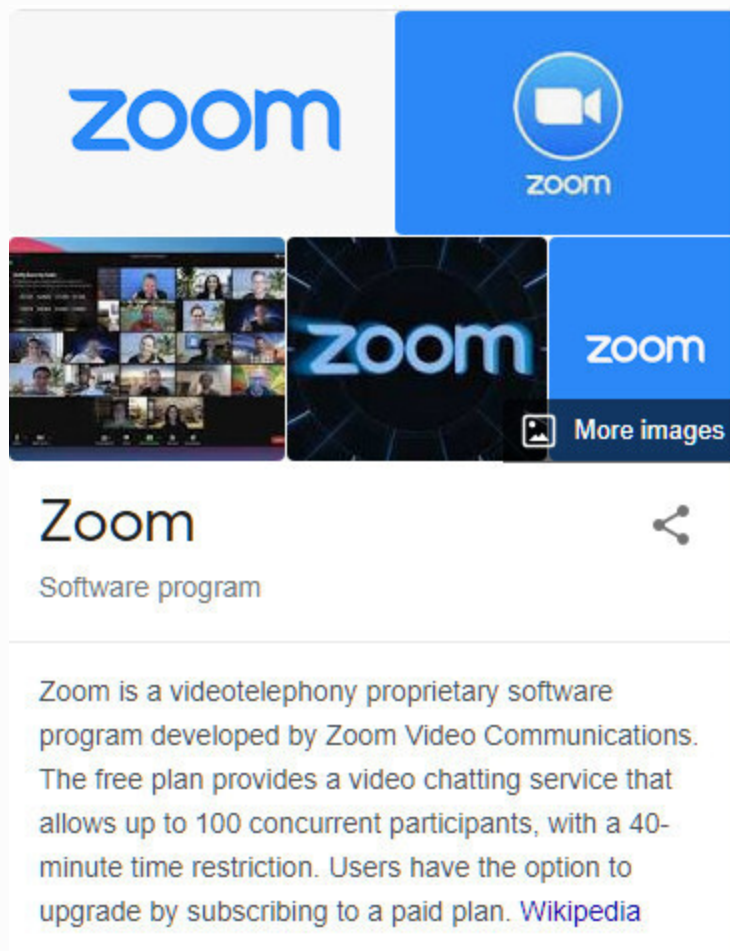
I will need to do a course on the power of these software for your business but for now, I say one of the software is mandatory if you want to have a TV Show or Facebook Show that looks and feels like a real TV Studio experience.



OBS Studio is free at obsproject.com

Benefits include high performance real time video/audio capturing and mixing. Create scenes made up of multiple sources including window captures, images, text, browser windows, webcams, capture cards and more. Set up an unlimited number of scenes you can switch between seamlessly via custom transitions. Intuitive audio mixer with per-source filters such as noise gate, noise suppression, and gain.

If you're new to OBS or just want to get started as quickly as possible, follow the steps in the Auto-Configuration Wizard. This wizard will automatically test your system and attempt to find settings that your PC can handle. This includes streaming or recording, resolution, bitrate, encoder, streaming provider and more. You can always modify the settings manually later.



To make life easy, there is Zoom.us to bring in other people to communicate and be interviewed on your Show. It is possible to use Zoom to livestream broadcast with a restreaming broadcaster to your favourite social media platform. Now that more people are using Zoom, it is easier to get people onto the video event. It is limited to "sharing a screen" for presentations on Zoom but I use Xsplit as my "Camera" in Zoom and so I have studio scene I can control and I use Zoom for my guest to be interviewed and I pop the guest Zoom window into an Xsplit scene. So, I can easily switch back and forth between myself and the interviewee in Speaker mode just like a standard television studio.

3rd Step – Set up your Studio



Now you have your equipment, it is time to create your studio space. You want to be able to set up a space that can stay all the time. You don't need much if you are going to sit at your desk with webcam, lights and microphone. If you want to stand while on camera then you will need more space. However, you don't want to have to pack up your studio each time as you want to be able to do a video anytime so get yourself a small space even if it is in the basement (like me) or in a closet!

Ambient light

If you turn out the studio lights, is there any light coming in from windows? You need to control the ambient light so that you can record video anytime. I have fluorescent lights above and behind me but it doesn't affect the light because the green curtain blocks it.

Ambient sound

Is there any hum or buzz from computer or lights affecting your video recording? Do a video without speaking and see what is the ambient sounds on the recording? Then muffle or move away equipment with blankets or foam sound panels to improve sound.

4th Step - Pre-Production Checklist

I have prepared and uploaded

- script into Teleprompter
- graphics
- transitions
- End Card with links
- Logo video
- Intro video
- Outro video
- Guest End Card
- Other _____

I have checked on others' attendance for the Show

- Guest confirmed attendance
- Guest Scene and/or Zoom link sent to Guest
- Assistant or VA confirmed attendance

I have prepared for best quality video for Show :

- Re-booted the computer to clear the cache
- Turned off any programs not needed
- Updated broadcasting software or Zoom the day before
- Check the Microphone is correct choice for sound
- Do quick sound recording to make sure sound is correct volume

5th Step - Production Checklist

Your studio is set up. You know how to use your Broadcasting Software. You did your Pre-Production Checklist and your Guest is here and/or your Graphics/Training is set in scenes and you are ready to Video!

- Check Guest and your Audio by doing a quick 2 minute video and playing it back
- You can use Zoom video for Guest. Either make sure the Zoom settings are responsive to who is speaking so the Scenes flip to person speaking or (my favourite)
Control the view by placing Guest into a Xsplit Scene and then you control who speaks by pressing Scene button. (Demo here) So you need to setup the Scenes before recording.
- Once Guest is in their own Scene, ask them to speak to make sure Speaker setting is on in Xsplit.
- Go over the Show format with the guest and review interview questions
- Go over the Guest introduction and have the introduction in Teleprompter or place it in Notepad above the camera so you can look into Camera to read
- MAKE SURE the RECORD button is ON on Xsplit and ZOOM so you have two copies of the Recording :)
- Start the recording and chat a little to make sure audio and video okay and then TAKE A DEEP BREATH, PAUSE enough so you can edit out later and DO YOUR INTRODUCTION and GO!

6th Step You are Live! Enjoy!

All your Record buttons are recording and (if you decide to) you are broadcasting live straight to Youtube,tm Facebook Live, tm Linkedin tm and Twitter tm (using your Restreaming software)*. You are live and on camera. Now what!

You are feeling tense about being Live?

Then have these tools to help keep you on track and do an amazing interview.

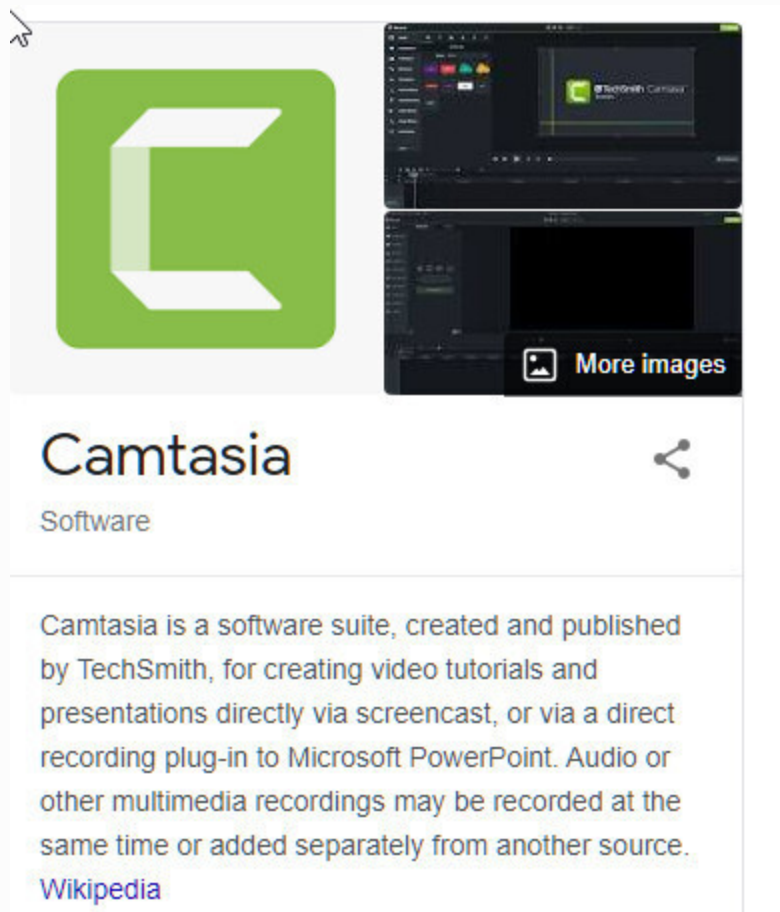
1. Have Google Form (or other Form questionnaire) in front of you to:
 - a. Use Short bio of Guest to introduce the Guest
 - b. Put Short bio on Desktop screen above your camera so you can read looking into camera
 - i: Use Notepad or other text software to have on Desktop with bio
 - ii: Use free teleprompter like <https://telepromptermirror.com/> with bio in
 - iii: Use Teleprompter app on smartphone with bio in it to read while scrolling
 - c. Lead Guest through the topics and subtopics he/she wanted to talk about on form

If you are interested in what I use for an Intake Form for one of my shows, here is a link for Finding Your Purpose TV ... <https://forms.gle/wAfpM4UWXwo4yxCK6>

* Restreaming software is essential for getting your broadcast out everywhere live. Here is a training about [Restream.io](https://restream.io/) and [OneStreamlive](https://onestreamlive.com/).

You decide what media platforms you want to stream live to for your business.

7th Step- Post-Production



I have found Camtasia from Techsmith.com to be a good investment for my business over the years saving me money and time to make amazing videos. It is an investment software but very powerful to edit audio and video. You create "project" files with sample videos, audios and images saved so you can go into the "mindset" project and all the clips, resources you need to apply are there to quickly edit in or over the new video.

Like most software, you use 1/4 of its features over and over so you learn how to quickly edit your videos so never by intimidated by complex looking software.

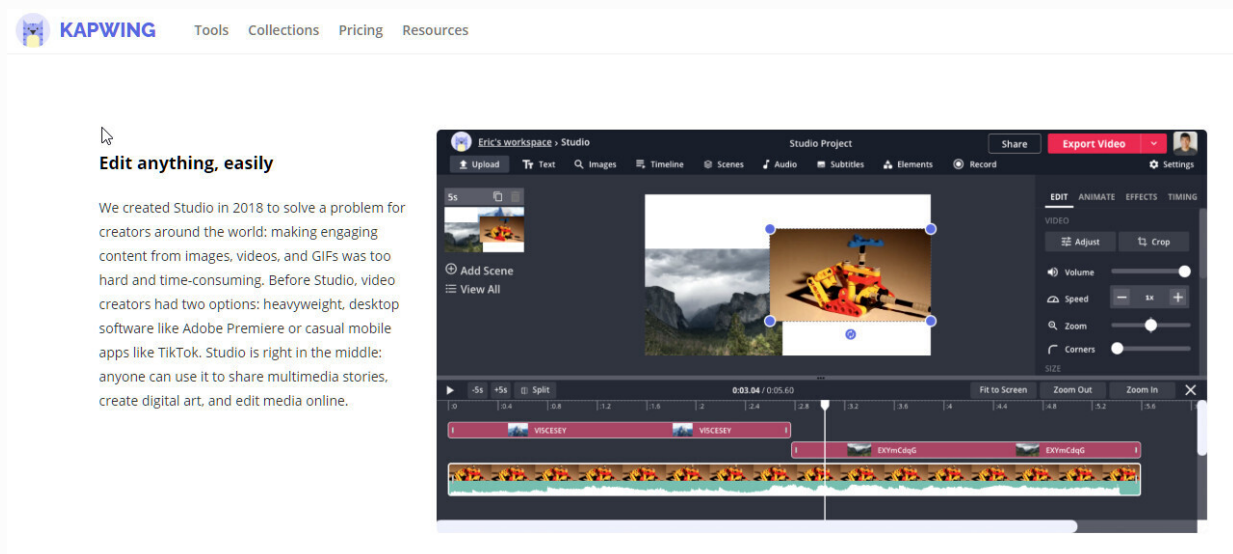
There are tutorials available to learn the skills you need most to edit video.

Video Editor like Camtasia is the free Kapwing.com

Once you have produced your TV Show or Facebook Live, you will want to edit and add items to it to distribute to other platforms.

So, if you have never edited video before, you could try the free version of Kapwing.com or look up “free video editor” in Google. You will need to have the functions of:

1. splitting a video into segments
2. adding transitional video between segments
3. adding introductory video and closing video
4. being able to produce a new video recording from edited video
5. produce an audio recording.



Video Recording Software

Snagit from Techsmith, Xsplit and use Zoom



I always have a second software recording my TV Show or interviews just in case and Snagit from Techsmith.com is a good video editor and recorder as a backup. You can also record in Xsplit and in Zoom for any interviews, so as long as you have two recordings you should be safe for good quality video and audio.

Sometimes, it is possible that the audio may be turned off or set to a different microphone so it is always good to have a Studio Pre-Recording Checklist to make sure everything is setup the way you want it to be in the studio.

Audio Recording Editing Software Like Audacity or Camtasia

If you are lucky you don't need to use audio recording software as Xsplit and Zoom record good quality audio.

If you want to add an introduction or outro to your podcast or videocast, its nice to have the free software Audacity at audacityteam.org or use the Camtasia Recorder that comes with Camtasia to record an audio.



From One Video You Can Be Seen on at least 14 media platforms

1. Show on On Demand Television
2. Podcast on iTunes and other podcast providers
3. Videocast on iTunes and other videocast providers
4. Social media posts on Facebook
5. Twitter video
6. Linkedin video
7. Pinterest pin
8. Instagram post
9. TikTok post
10. E-book Collection
11. Magazine content to Medium.com and others
12. Youtube Channel
13. Website Video Post
14. Website Blog Post

Let's Look at the Software to use to create 14 items from one Video

If you design your Show beforehand to have segments within then it will be easy to get snippets and clips from the video produced in one session.

From the basic structure of a Show:

1. Intro
2. Training or Interview
3. Call to Action
4. Outro

You can clip out images, video snippets and bites to send out on social media platforms with quotes and sentences to intrigue and engage your audience to watch the recording.

Convert video snippets into Gifs

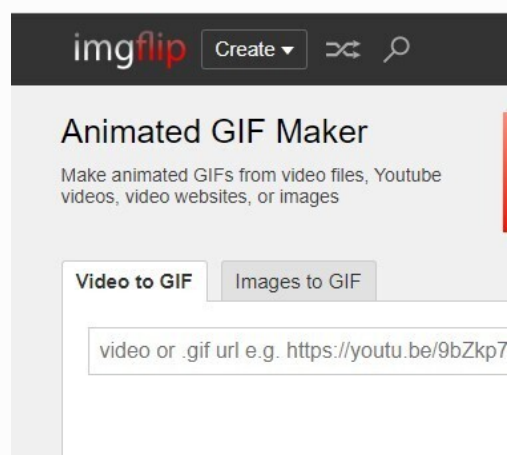
There are many FREE Gif making online platforms just search in Google

Ezgif.com is a simple online GIF maker and toolset for basic animated GIF editing.

Here you can create, resize, crop, reverse, optimize, and apply some effects to GIFs. Edit video into segments for repurposing for video snippets.



Imgflip.com can make gifs from video and images. I used imgflip.com for making memes as well from images. It is a reasonably priced software online only.



Edit video into graphics

As you can see the free Gifmakers also make a png or jpg but my favourite Screen capture software is **Hypersnap** at <https://www.hyperionics.com/> as it includes an image editing utility to add text colour, images to the screen capture.



Convert video to audio file

There are free services online that will convert your video into audio

Here are five online video to audio converter sites.

1. **Media.io Online Converter** (<https://media.io>) - convert all popular video formats to MP3, WAV, WMA, M4A, and other popular audio files. Local video files can be added to the program, and after the conversion is completed, the download link for the converted audio is available at the interface itself. Media.io allows adding a maximum of two files at a time for conversion. The process of conversion is simple, and the speed depends on Internet connectivity.

2. **Online Audio Converter** (<https://online-audio-converter.com>) is a free online app that converts audio files easily. It supports different video formats to convert to MP3, WAV, FLAC, OGG, and M4R for iPhone ringtone, etc. Also, it processes the conversion quickly, and you don't have to install any software. This converter can convert multiple files in a batch.

3. **Online Converter** (<https://audio.online-converter.com>) Using this video to audio converter, you can convert a range of video files to MP3, AAC, FLAC, and other widely used audio formats. The process of conversion is simple that you can add video files from PC, Dropbox, Google Drive, or through a URL. Under the optional settings, audio bit rate, sampling rate, and audio channels can be edited. Online Converter is a versatile and multipurpose converter, which contains Unit Converter, Video Converter, Audio Converter, Image Converter, Ebook Converter, and Document Converter. The converter is completely free service, and you can access this online service anytime and anywhere. The audio converter supports standard audio formats, including MP3, WMA, WAV, FLAC, ALAC, M4A, AMR, OGG, AAC, M4R, and more, and even can convert custom audio format for iPhone and Android.

4. When it comes to online tools, **Zamzar** is a popular tool that supports conversion between an array of file types and formats, including video to audio. All popular video formats are supported by the program for conversion in decent quality. The added video files can be extracted to MP3, AAC, AIFF, FLAC, and other commonly used audio formats.

5. Or use your **Video Editor in Camtasia** to separate the video from the audio file and delete the video file so only the audio remains. Then add a specific audio intro and outro to that audio file and make it into a podcast! I have a separate project file in Camtasia to add intro and outro to video and convert into a podcast production.

Convert video to transcription text

So if you are multi-purposing your video, converting the video to a transcript is easy with transcription services from a manual Transcribe.com with yearly fee, to \$/minute at Rev.com and I am getting quality transcripts and caption script from Happyscribe.com.

The image displays three screenshots of transcription service websites. The top screenshot is from Transcribe.com, showing 'Simple and Transparent Pricing' with two options: 'Self Transcription' at \$20/year and 'Automatic Transcription' at \$20/year + \$6/hour. The middle screenshot is from Rev.com, advertising 'Automated Speech to Text Transcription' with a price of \$0.25 per minute, a 5-minute turnaround time, and 80%+ accuracy. The bottom screenshot is from Happyscribe.com, showing a 'Pricing' table with columns for Services, Automatic, and Professional. The table lists Transcription and Subtitles at €0.20/minute (Automatic) and €1.70/minute (Professional), with accuracy up to 85% (Automatic) and 99% (Professional), and turnaround times of 1/2 audio length (Automatic) and 24 hours (Professional).

Services	Automatic	Professional
Transcription Subtitles	€0.20 / minute	From €1.70 / minute
Accuracy	Up to 85%	99% Guaranteed
Turnaround	1/2 audio length	24 hours

Be Seen Everywhere Now!tm

Now you can Re-purpose and Re-Broadcast your one easy show to over 6 different media!

To find out more about having your own Show, please feel free to have a chat with Jane Gardner at <https://ultimatetvchannelsystem.com/schedule-with-us/>



[The Visibility Broadcasting TV Network tm](#)

The Business of Homebased Business TV HomeBizStartup TV

Business Success TV and Finding Your Purpose TV

available on



7 STEPS TO PRODUCE YOUR FIRST SHOW!

A scene from Business Success TV



Are you an Unknown Expert struggling to find your audience?

It is time to step in front of the camera and plan, produce and profit from a Show that grows your audience and increase your revenue.

With this show you can broadcast a professional quality show you can re-purpose it into 30 content pieces on 12 media platforms to be seen everywhere.

Once you grow your audience as an influencer, you can design an On Demand Television channel broadcasting your mission while adding new monetization methods and marketing to increase your revenue such that----

You become a Mission-driven Celebrity magnifying your mission to a new worldwide audience!

About Jane Gardner



Jane Gardner is Executive TV Producer whose journey to video and television surprises even she as she had previously always been the Shy Girl behind the Camera in her early days.

She and her husband have worked together in a structural engineering firm home business for over 20 years. About 5 years ago, she came onto the internet to share her business entrepreneurial skills which started to focus on video. In 2018, she had opportunity to be a Producer on Roku and AmazonFire and since then she has produced 4 TV Channels with more TV channels in the future.

On Demand Television is a media platform that is similar and different from broadcast television with an exciting potential for entrepreneurs and businesses to open up to a new and worldwide audience.



THE VISIBILITY BROADCASTING TV NETWORK with business and personal interest channels on two of the biggest ON DEMAND TV channel hosts, AmazonFire TV and Roku.

Love to talk about On-Demand Television and its possibilities just schedule a call at

<http://jgtips.com/30tv>