

Dear Expert:

Congratulations on taking the first steps towards launching your own MasterClass. Let's enable learning!

This document is your guide to self-record your video which will then be edited by the SpeakIn team for final execution. Some broad guidelines:

- Language: English, Hindi Or a Combination of these languages
- Total Recording Time: 60 minutes of content recording
- Recording Orientation: Landscape
- Tools to record: Phone/ Desktop Application with a camera higher than 12 Megapixels
- Distance to Camera: 1.5 meters (or as per the frame)
- Position: Standing
- Zoom: Do not zoom the picture, shoot in RAW/ AUTO format
- Mode: Use HDR mode, if available
- Light: If shooting indoor, ensure you are facing the light
- Backdrop: A plain/ solid color backdrop is most preferred
- Dress Code: Business casuals with jacket for both men and women. Women can also choose local traditional clothes in formal-office look.

Detailed instructions follow on the next pages.

Thank you for your time.

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Step 1: Choose a topic:

Start by choosing a topic that is focused on your area of expertise. This would be your theme. Divide the theme into 6 different sub-topics. Give a title to each sub-topic and describe each sub-topic with a 50-word (3-4 line) write-up. Make sure all sub-topics are unique and do not overlap with one another. Videos with a single, focused topic are easier to create and often make for more successful instructional content.

Step 2: Create a storyboard and write a script

Once you've chosen a topic, create a storyboard to help visualize what you want to show. Divide your script into 6 different subtopics with approximately 10 minutes of content each. It's also a good idea to write a script or basic outline of what you'd like to teach. Something as simple as a set of talking points is a good way to make sure nothing is left out when you record the video.

Step 3. Capture your footage

Collect any equipment, supplies, props, or tools you need for your video. For the example, you may need a tripod, a smartphone, and a smartphone clip to keep the camera steady. Next, stage your recording space and make sure the area is well lit. Place your camera on a tripod and position it as close to your subject as possible, while still getting everything you need in the shot. Being close to the subject will help you get the best possible audio when recording with a smartphone camera. When the scene is set, use your storyboard and script to guide you through each step. Ensure zero-noise or vibration in your shooting environment. Using a commonly available mic can also support. We do not recommend wearing headsets during the shoot.

Step 4. Add polish with an intro sequence

An intro sequence is a great way to brand your videos and display some initial information like the title and the series the video is a part of. Separately record your 1) Title (which is the theme of your talk), 2) Your 30 seconds profile in your own words and 3) Closure "My name is YOUR NAME and I speak with SpeakIn".

Step 5: Upload your video

Send your video to team SpeakIn by uploading it into a Google drive, sending it via WeTransfer or any other commonly used file sharing tools. The video must be mailed to masterclass@speakin.co.in. It will take about 15 days for each video to go through first edits.