

DIY Video Guide

Best Practices +
Starter Shot List

For Elective Practices, MedSpas &
Medical Teams

BY FAST TRACK MARKETING



Why This Matters

Your patients are watching—before they ever book. Real video content builds trust faster than any ad or graphic.

You don't need perfection. You need to show up as you.

Quick Setup Checklist

- ✓ Clean your camera lens
 - ✓ Turn on Do Not Disturb
 - ✓ Check your battery + storage
 - ✓ Pick vertical or horizontal before filming
 - ✓ Choose a quiet, well-lit spot
 - ✓ Smile + speak like you're talking to a patient
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FRAMING & POSITIONING

LIGHTING

In real-world offices

Keep the phone at eye level

Face a window, not away from it

Frame from chest up

If stuck with overheads, move out from under them

Use gridlines to stay centered

Add a ring light or lamp to brighten faces

Leave a little headroom-
no cut-off chins!

Avoid mixed lighting (yellow + white + natural = **✗**)



PRO TIP:

Clip-on lights or desk lamps can drastically improve your video in exam rooms!

SOUND + STABILITY

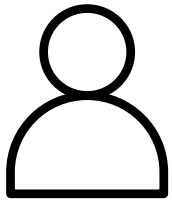
SOUND

- ☐ Film in a quiet room—shut doors, mute nearby devices
- ☐ Use wired earbuds or a lav mic for cleaner audio
- ☐ Keep the phone about 3–4 feet from the subject
- ☐ Avoid wind, vents, and echoey hallways



STABILITY & ZOOM

- ☐ Use a tripod, stand, or stack of books—no handholding when possible
- ☐ Don't zoom with your fingers—it degrades quality
→ Instead, move the phone closer to your subject
- ☐ Choose orientation before filming (vertical or horizontal)

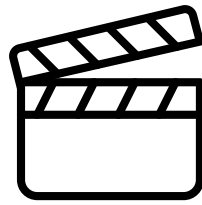


Filming a Person (Including Yourself)

- ✓ Use chest-up framing (medium shot)
- ✓ Camera at eye level—not looking down or up
- ✓ Look into the lens, not at the screen
- ✓ Use bullet points—not a full script
- ✓ Record 2–3 takes and pick the best

Pro Tip

Add your logo or a visual cue (like a branded sign) in the background for credibility.



Filming Someone Doing Something

- ✓ Capture the full movement—don't over-zoom
- ✓ Show hands, tools, or technique clearly
- ✓ Keep the camera still and let the action move
- ✓ Film both wide and close-up shots
- ✓ Use natural office action—no need to pose it

Pro Tip

Record short clips from multiple angles—you'll thank yourself when editing.



Privacy & Consent Reminder

To ensure we remain compliant with HIPAA regulations and respect individual privacy:

- ✓ Only film individuals who have signed a consent form—this includes both staff and patients.
- ✓ Be mindful of your surroundings. Avoid capturing anyone in the background who has not provided written consent.
- ✓ When in doubt, reposition your camera or adjust the frame to exclude non-consenting individuals.

Protecting privacy is a priority.

Starter Shot List



Here are some subjects and content ideas to consider when capturing custom photo and video for your practice.

Subjects to feature:

- Doctors and staff
- Patients (you must get a consent release form)
- Equipment and technology
- Before-and-after photos
- Office building and signage
- Treatment rooms
- Reception area

Video ideas

- Meet the team
 - Office tour
 - FAQs
 - Behind the scenes
 - Post-treatment or Prep Tips
 - Wins & Social Proof (HIPAA-safe!)
 - Holiday/Seasonal Messages
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**Start small.
Show up real.
Build real trust.**



Ready to Hand Off Your Content? Let's Make It Easy.

[Schedule a Call](#)

You've got the tools to start—but if you'd rather focus on your patients and let someone else handle the content planning, filming, editing, and posting... we're here for that too.



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