

“WHAT TOOLS DO I NEED TO GET STARTED?”

Tools Checklist

You don't need a lot to pull this off but there are some important tools you need to make this good quality and worthy of your brand. Below are the tools we recommend. We've marked the Priority tools with a [P].

EQUIPMENT

- ☐ [P] ATR2100 USB Microphone
 - \$60 on Amazon
- ☐ [P] Logitech 920 HD Webcam
 - \$60 on Amazon
- ☐ [P] Earbuds or Headphones
 - Whatever you have that works with your computer
- ☐ [P] Good natural light is important. Face a window. If you don't have natural light, we recommend an LED light on Amazon (around \$40)

SOFTWARE

- ☐ [P] Zoom.us (We provide this for our clients)
 - For hosting and recording web interviews (\$15/month)
- ☐ Screenflow or iMovie (Mac) or Camtasia (PC)
 - Around \$200 one time (iMovie is free)
 - For editing your videos
- ☐ InShot app
 - If you're going to edit movies on your phone
- ☐ Adobe After Effects
 - Creates cool intros, transitions and outros that make your videos feel polished. (Disclaimer: This is a very complex program)
- ☐ [P] Libsyn.com (\$7 to \$25 a month)
 - Hosts your audio files from your interviews and allows you to create a podcast version of your shows. Libsyn also creates an RSS feed that you can share to iTunes, Google Play and other podcast directories
- ☐ Trello.com
 - Can be helpful in managing your workflows. If you have an assistant or team this will keep you all on the same page. This is what our team uses to manage the workflow of clients' shows.

OTHER RECOMMENDATIONS

- ☐ Use your computer not your phone for these interviews on Zoom. Preferably Ethernet connection not wifi. If you only have wifi make sure it's a strong connection and close as many apps, tabs and programs running on your computer as possible. This will help ensure the video connection is strong.
- ☐ Be prepared. Think through your topic. You don't need all the answers because you don't want or need it to be rehearsed. But you do want to immerse your mind into the topic for that interview. We recommend journaling, meditating or writing an outline the day before your interview and then peacefully revisiting that 10 minutes before your interview.