

Infusion5

CREATE & PUBLISH VIDEOS

FOR YOUR BLOG & COURSES

*A quick-start guide to
10 (easy-to use) apps and tools
to plan, record, edit & publish
great videos by yourself.*

WWW.INFUSION5.COM

Some of the most frequent questions I get usually start something like this:

“Zach, all I have is my iPhone/Android/etc, but is that good enough?”

“My audio sounds bad – which microphone should I use?”

“Editing and lighting! Where do I even start?”

When it comes down to it, how you approach planning your videos will improve the quality of your videos much more than really any piece of gear ever could.

But the reality is that even the simplest of upgrades to the apps and tools that we use can help streamline our process to create videos. And that’s huge because it lets us release videos sooner and serve our audiences even more.

I say all of this really just to encourage you to start with the video gear that you already own (like your smartphone, tablet or point-and-shoot camera), and then you’ll grow from there.

Okay, let’s get into these apps and tools that I use and recommend. I know they’ll help you jumpstart your video-making process. And for quick reference, you’ll also find each one tagged with either “free,” one “\$” sign (<\$50) or two “\$\$” signs (<\$100).

(Please note that some of the links below are affiliate links. This just means that if you choose to purchase one of them through my affiliate link, I will receive a small commission. And this is at no additional cost to you, of course.)

Thanks for reading, and enjoy the guide!

-Zach Wolfson

PLANNING & WRITING APPS

1. **Trello** // web app - free

Keep track of what's next for a project is tough. I use Trello for organizing projects and video topics. It's essentially a digital cork board with note cards. I love it because in just one view I can see a project's stages, status of current work on it, along with an ongoing backlog of topics for videos. If you've been looking for a way to get a project sorted, give Trello a try. I think you'll like it, and it's free. → www.trello.com

2. **Ulysses** // Mac & iOS writing app - \$

We all get distracted on our computers easily, right? Well, after trying a bunch of different word processor apps, I found the minimal feel of the writing space in Ulysses very refreshing. It helps me focus on the writing and ignore the design/layout during my first drafts. (Also, it's what I not only wrote but also published this guide with, actually.) → www.ulyssesapp.com

SMARTPHONE VIDEO GEAR

3. **The Glif** // tripod mount & stand for smartphones - \$

It's an adjustable tripod mount adapter (and stand) especially for smartphones. It's made by a fantastic small company called Studio Neat. Plus, it doubles as a great handle for getting more stable hand-held shots, too. → [Get it on Amazon](#)

4. Joby Gorillapod // flexible tripod – \$

I recommend starting with a small “table-top” tripod so it’s easier for you to take it with you anywhere. This one has a quick-release plate on it, which makes it quick and easy to attach/detach your Glif. → [Get it on Amazon](#)

5. Your earbuds // the built-in mic – free

You already have a great mic that came with your smartphone originally – the earbuds that came with it have a built-in mic and works great for “on camera” shots and voiceover recorded on your smartphone.

6. Aputure A.lav // lavalier microphone – \$

A really great, affordable step up from your earbud’s mic is Aputure’s A.lav omnidirectional condenser lavalier microphone. It’s super versatile because it’s compatible with smartphones, compact cameras and video cameras. Plus, it has a built-in rechargeable battery. → [Get it on Amazon](#)

COMPUTER VIDEO GEAR

7. Logitech C920 // 1080p webcam – \$\$

An easy upgrade to your computer’s webcam (or if you’re like me and your computer doesn’t have a webcam) is the Logitech C920. With enough light on the subject, it produces great quality visuals at 1080p HD resolution. Plus, it has a 1/4”-20 threaded tripod mount so you can position it however you want around your workspace (consider getting a USB extension cable if you want it to reach really far). → [Get it on Amazon](#)

8. **Audio-Technica ATR2100-USB** // USB & XLR microphone – \$\$

Whether you're recording videos on your computer or podcasting, this USB mic is hands-down the simplest, most affordable, high-quality mic. It even comes with a stand to keep the mic on your desktop. Plus, it comes with both USB and XLR cables so you have the flexibility to use it in nearly any sound recording situation. → [Get it on Amazon](#)

SHOOTING & EDITING APPS

9. **Adobe Premiere Clip** // iOS & Android video editing app – free

This is Adobe's smartphone/tablet version of their fantastic video editing software. I always recommend Premiere Clip because it is simple to use and fast to edit on (which is huge!). → www.adobe.com

10. **Instagram Hyperlapse** // iOS app – free

Making timelapses is one of the simplest and most visually engaging types of shots that you can make. And Hyperlapse is easily the most fun way to make them on an iPhone. Plus, ask me and I'll show you how to shoot the most stable hand-held footage with it, too. →

hyperlapse.instagram.com

BONUS RECOMMENDATIONS (YAY!)

11. **Zoom** // video conferencing web app – *free*

Recording video/podcast interviews with guests online? Forget trying to do it on Skype and instead check out this fantastic video conferencing service called Zoom. I switched to Zoom in 2015 and haven't looked back. Guests I invite don't need to have an account to join me on a video call; I can record calls on video, audio or both simultaneously; and, sharing my screen, or the guest's, on a video call takes just a few clicks (this is great for online classes). They have a free plan to start with. → www.zoom.us

12. **Rev Voice Recorder** // iOS & Android audio recorder app – *free*

This is a super convenient app for recording audio on your smartphone. You get high quality recordings which you can send directly to Dropbox, or email them. Plus, if you need it transcribed you can send it to Rev in a few taps (and that's just \$1/minute). → www.rev.com

13. **Wistia** // video hosting for your site – *free & \$*

If you want your audience to be focused on your videos on your site (instead of being distracted on YouTube), check out Wistia. I've used them for many years on my blog because I want to create a reliable, quality experience for my readers whenever they hit that "play" button. Plus, whether you have free tutorials, online video courses or marketing videos, it's really insightful way to study how your audience is watching your videos (and when they tune out). They have a trial start with and a free plan. → www.wistia.com

14. Aputure Amaran H198 // LED video light – \$\$

This is one of the best, most color-accurate and small LED panels I've ever used. It's amazingly versatile between its small form factor, powering options (batteries or wired) and variable color temperature. If you're wanting more flexibility in your lighting setups, you really can't go wrong with this light. → [Get it on Amazon](#)

That's it for this guide. Have any questions?

You can reach out to me via email at hello@infusion5.com, or you can [message me on Twitter](#).

I hope this quick-start gear guide has been helpful to you.

Thanks, and keep creating!

-Zach Wolfson, infusion5.com