

THE 5 MINUTE ON-CAMERA WARM-UP

HOW TO RECORD RIGHT, EVERYTIME



AV7 Digital

On Camera Warm Up (LCAS System)

5 Minute Pre-Flight

Use before lives, VOD recordings, briefings, and exec updates. No teleprompter required.

Every creator or professional has a pre-filming checklist even if it lives in your head. This habit separates consistent operators from those who wing it. Keep this system close, just like you double-check for your essentials (keys, wallet) before starting the day.

The goal is simple: show up as your best self—the subject matter expert—so you know when you're truly ready to hit record.



The LCAS System Overview

L - LIGHTS

Perfect your lighting setup with three-point lighting and proper positioning

C - CAMERA

Configure settings, framing, and equipment for optimal video quality

A - ACTION

Record and review test clips to ensure everything works perfectly

S - SOUND

Check audio levels, microphone connection, and eliminate background noise

This systematic approach ensures you never miss a critical step in your pre-recording routine. Each element builds upon the others to create a professional, polished final product.



L - LIGHTS: Mastering Your Lighting Setup

Three-Point Lighting Essentials

Sit where you'll film and look at the chair/spot you'll occupy. Aim for three points of light (think left, center, right): a key light $\sim 45^\circ$, a gentle fill, and a bit of separation.

- Key light positioned at 45-degree angle
- Gentle fill light to reduce harsh shadows
- Separation light to distinguish you from background
- Keep accent lights optional (bookshelf, wall reflections)

Remember: Clarity beats mood. Great lighting makes you look professional and trustworthy.



Quick Lighting Checks

- Check eyeglint and shadows
- Keep headroom minimal
- Ensure background is clean
- Test lighting at your filming time

C - CAMERA: Technical Excellence

01

Pre-Check Settings

Check all camera settings the night before your shoot to avoid last-minute technical issues. This includes power levels, resolution, frame rate, color profile, and image stabilization. Confirm that your battery is fully charged or that the camera is properly connected to power. Taking these steps ensures a smooth start on filming day without unexpected interruptions.

02

Perfect Framing

Set your camera at eye level so that your eyes align with the top third of the frame. This positioning fosters natural, engaging eye contact with your audience, making your presentation more compelling. Consider your background and make sure it is tidy and relevant to your message. Test different framing options with test shots to see what looks best before recording.

03

Equipment Setup

Select the appropriate lens for your shooting environment and subject matter. Proper lens choice affects depth of field and focus quality, which enhances video impact. Arrange your camera placement thoughtfully to maximize lighting and stable footage. In a studio, ensure cables and routing are secure to prevent tripping or disconnections. For travel or remote setups, simplify your equipment to essential items only, maintaining consistency between shoots to streamline workflow.

04

Accessory Check

Inspect your accessories carefully before filming. If you use a teleprompter, camera cage, or any mounts, ensure all components are tightly fastened and positioned so they remain out of the frame. Clean all lenses and screens to avoid smudges or dust that might degrade image quality. A neat and orderly camera setup contributes significantly to a professional look and prevents distractions during your recording.

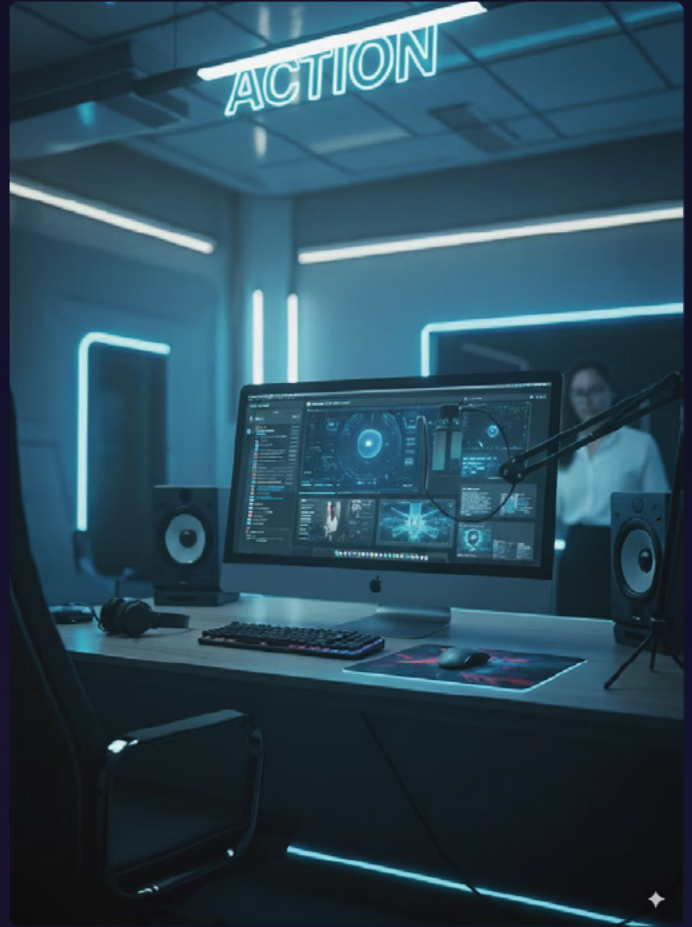


A - ACTION: Test Everything

Record Your Test Clip

- Record a 10-20 second test: "Testing, testing, 1-2-3"
- Play it back on your camera/phone and again on your computer
- Going live? Ask chat to confirm they can see/hear you

⚠ Critical Step: Never skip the test clip review. This 30-second investment can save you from discovering issues after recording your entire session.



Quality Check Protocol

Review your test clip for focus sharpness, audio clarity, proper framing, and any technical glitches before proceeding with your main recording.

A - ACTION: Test Everything

The Critical Test Clip

1 Record Your Test

Record a 10-20 second test clip to ensure everything is working properly. A simple phrase like "Testing, testing, 1-2-3" helps to check video and audio sync as well as clarity.

2 Review Immediately

Play back your test clip immediately on your camera or phone, then on your computer screen. Watch closely for any technical issues such as blurriness, poor framing, or audio distortion.

Confirm lighting looks natural, framing is correct, and audio levels are balanced. Catching issues now saves time and frustration later.

3 Live Stream Check

If you are going live, enlist your chat or audience to confirm that they can both see and hear you clearly. This real-time feedback is invaluable for fixing problems before going on air.

Be prepared to adjust volume or video settings based on input from viewers to improve overall quality and engagement.

Consistently performing this test clip routine builds confidence in your setup and reduces the risk of technical disruptions during your main recording or broadcast.



⚠️ **This step catches 90% of technical issues before they ruin your recording. Never skip it!**

S - SOUND: Audio Excellence

Microphone Check

Mic ON? Levels healthy (peaks around -6 dB). Room quiet?
Phone/notifications off.

Audio Routing

If you route through a mixer/interface, balance sources (voice vs. system audio/screen share).

Common Mistake Prevention

Most common mistake: recording the perfect take with the mic disconnected—avoid it here.

Audio quality can make or break your content. Poor video with great audio is watchable; great video with poor audio is unwatchable. Invest the time in this step—your audience will thank you.

Microphone Basics

Is your microphone powered ON and properly connected? Monitor your audio levels so peaks stay around -6 dB to avoid distortion. Ensure your recording environment is quiet — silence phones, disable notifications, and minimize background noise.

Prevent the all-too-common error of recording your best take with the microphone unplugged or muted by double-checking connections before you start.

Audio Routing and Balance

When using mixers or audio interfaces, adjust and balance input sources carefully, so your voice remains clear without being overwhelmed by system sounds or screen shares.

Conduct a full audio test before recording, including all sources (microphones, computer audio, external inputs), to confirm proper levels, signal clarity, and absence of interference or distortion.



Personal Prep: Looking Your Best



Make-up, Hair, Teeth

Quick touch-ups before you roll. Keep a small kit at your desk (powder, lip product, comb/brush, travel hairspray). Do a fast mirror check to ensure hair is neat and face looks fresh.

If you wear glasses or accessories, make sure they're clean and positioned properly. Consider a muted lip color and subtle makeup to enhance your natural features without distractions.



Mindset

Choose your best time of day when you feel most alert and confident. Before hitting record, take a deep breath, center yourself, and adopt a calm, positive mindset.

Practice a gentle micro smile towards the lens to convey warmth and engagement. Remember, you're speaking to one person—imagine a conversation rather than a broadcast for a genuine connection.



Refreshments

Water or tea should always be within reach to stay hydrated during your session. If you're live or recording for an extended period, keep a simple high-protein snack like nuts or a granola bar nearby to maintain energy.

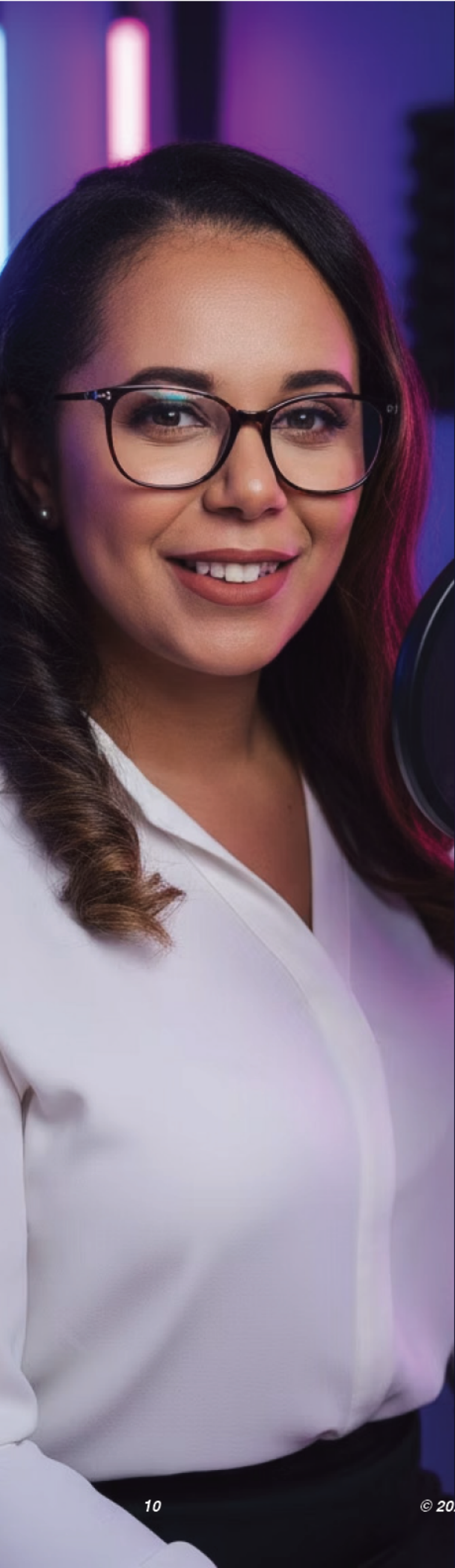
Avoid sugary or heavy foods right before going on camera as they might cause sluggishness or unwanted mouth noise. Taking small sips helps prevent dry mouth and keeps your voice clear.



Messaging

Whether you're working from a script or improvising, rehearse your 60-second opener at least twice to build confidence. Pin three key bullet points on a sticky note or nearby surface for quick reference.

Keep your talking points clear and concise to avoid rambling. Have your notes organized and positioned just below the camera to maintain eye contact while referencing them.



Personal Prep: Looking Your Best

Quick Touch-Ups

Make up, Hair, Teeth: quick touch-ups before you roll. Keep a small kit at your desk (powder, lip product, comb/brush, travel hairspray).

Do a fast mirror check—your audience notices these details.

Stay Comfy

Refreshments: water/tea within reach; if you're live for a while, keep a simple high-protein snack nearby.

Comfort leads to confidence on camera.

Mental Prep

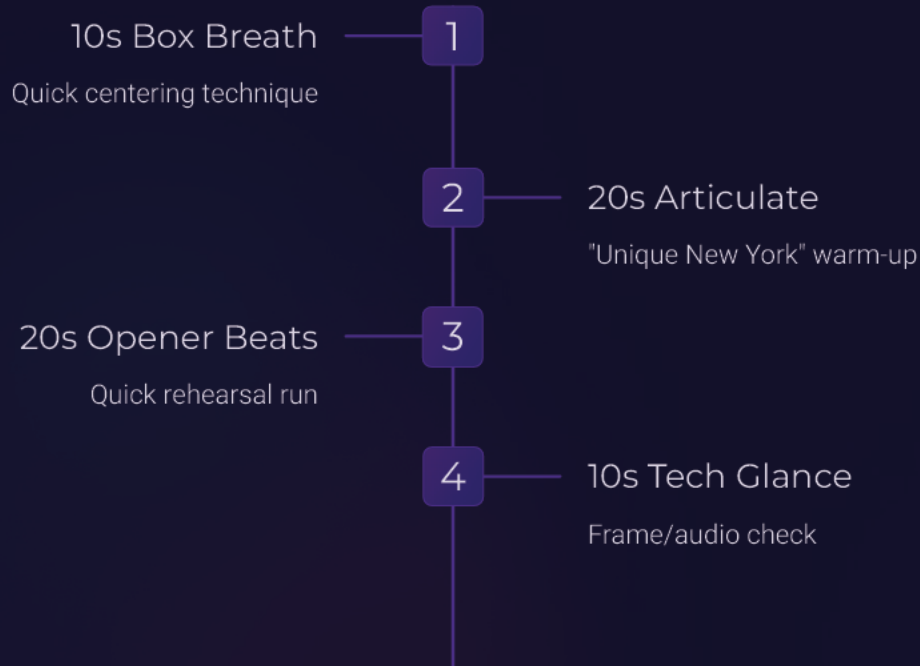
Mindset: choose your best time of day; breathe once; micro smile at the lens —teach one person.

Messaging: scripter or improviser, rehearse your 60-second opener twice or pin 3 key bullets on a sticky note.

Emergency Protocols

60 Second Turbo

(If You're Running Late)



60 Second Opener Template

Hook → Context → Promise → Agenda → CTA

"If you're [pain], this fixes it. Today we'll cover [3 beats], and by the end you'll [outcome]. Grab the [free/next step]."



60 Second Turbo Mode

When You're Running Late

10 Seconds

Perform a calming box breathing exercise: inhale deeply for 4 seconds, hold for 4 seconds, exhale for 4 seconds, and hold again for 4 seconds. This helps center yourself and significantly reduce stress, preparing both your mind and body for the session ahead.

20 Seconds

Run through your opener beats — these are the key points that set the tone for your presentation. Practice delivering them clearly and with energy, as the first impression greatly influences your audience's engagement and perception.

1

2

3

4

20 Seconds

Warm up your speaking muscles with articulation practice by slowly repeating phrases such as "Unique New York," emphasizing clarity and enunciation. This simple vocal warm-up enhances speech precision and boosts confidence before you go live or record.

10 Seconds

Take a quick glance at your framing and audio setup to ensure everything is in place. Check that you are centered in the frame, lighting is adequate, and microphone levels are appropriate. Confirming these basics reduces the risk of technical glitches during your recording or live session.

This emergency routine distills your pre-recording preparation into a focused, high-impact sequence that covers the absolute essentials when you're pressed for time. While it's not a replacement for a full prep, using this protocol can help maintain professionalism and composure, ensuring you deliver your best possible performance even under tight deadlines.

Final 10-Point Checklist

1 Lighting Verified

Lights on, eyeglint visible, background clean

Ensure your lighting setup highlights your face evenly without harsh shadows or glare. Adjust any fixtures to minimize unwanted reflections or hotspots.

2 Camera Ready

Camera at eye level; focus locked; battery/AC and storage OK

Check your camera settings for resolution and frame rate. Confirm your battery is fully charged or connected to power and that you have sufficient storage space for recording.

3 Perfect Framing

Frame: eyes top third; minimal headroom

Adjust your framing so your eyes align with the upper third of the frame. Keep headroom minimal but comfortable for natural appearance.

4 Audio Confirmed

Audio device selected; meters peaking around -6 dB

Verify your microphone is properly connected and selected in your system. Check audio levels during a test to avoid clipping or being too quiet.

5 Test Complete

Test clip recorded and reviewed on computer

Record a short test clip to confirm video and audio quality. Review the playback on your computer to catch any issues before your main recording.

6 Environment Control

Room is quiet, interruptions minimized

Ensure your environment is free from background noise or potential interruptions. Turn off phones or notifications and inform others of your recording time.

7 Appearance Check

Final touch-ups for hair, makeup, and attire

Do a quick mirror check to make sure you look camera-ready. Adjust your clothing and fix any stray hairs or makeup smudges before starting.

8 Accessory Setup

All cables secured, teleprompter and accessories positioned

Confirm that all equipment cables are safely routed and secure. Position your teleprompter, lighting modifiers, and other accessories so they don't interfere with the shot.

9 Power Management

All essential gear plugged in or fully charged

Check power supplies for your camera, lights, and audio gear. Have backups ready if possible to avoid unexpected power loss.

10 Mindset & Messaging

Review your key points and take a deep breath to relax

Mentally run through your main messages or script. Take a moment to center yourself with a few breaths, and smile gently before you begin recording.

Your 60 Second Opener Template



Hook

Grab attention immediately by starting with a compelling statement, question, or bold claim that piques curiosity and draws your audience in right away.



Context

Set the stage by briefly explaining the relevance or background of your topic so your viewers understand why it matters to them.



Promise

Clearly state what they'll gain from watching your content, highlighting the benefits or transformation they can expect by the end.



Agenda

Outline what you'll cover in your session so your audience knows what to expect and stays engaged throughout.



CTA

Give a clear next step—whether it's to download a resource, subscribe, or take action related to your topic, guiding your audience toward engagement.

Template: "If you're [pain], this fixes it. Today we'll cover [3 beats], and by the end you'll [outcome]. Grab the [free/next step]."

This simple but powerful structure works effectively for any content type—whether tutorials, presentations, live streams, or recorded videos. By following this formula, you quickly establish a connection with your audience and deliver value upfront.

Practice this opener so it becomes second nature, allowing you to confidently start every video with clarity and purpose, instantly engaging your viewers from the first second onward.

Final Checklist & Success Tips

- Do not disturb and notifications off
- Opener rehearsed; sticky with 3 bullets visible
- Water within reach; quick touch-ups done
- Run of show handy; scenes/overlays prepped
- Backup record on (if available)



✔ **Remember:** Consistency beats perfection. Use this system every time, and you'll develop the confidence that comes from knowing you're always prepared.

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