THE IPHONE VIDEO GUIDE

HOW TO FILM BETTER YOGA, PILATES & FITNESS VIDEOS WITH YOUR IPHONE

A PRACTICAL STEP-BY-STEP GUIDE TO BETTER FILMING, LIGHTING AND CREATING PROFESSIONAL-LOOKING VIDEOS WITH YOUR IPHONE.

BY ANDREW PROD



WELCOME

A little about me

Hi, I'm Andrew, a photographer and content creator based in London with 12+ years of experience behind the camera. I started with weddings and portraits, and for the past 8 years I've specialised in wellness and fitness content.

Over the years, I've learned what makes a video look clean, engaging and easy to watch. It's usually simpler than people think: good light, steady framing and clear sound.

I created this guide to share those fundamentals with yoga, Pilates and wellness instructors, so you can film better content on the iPhone you already own, without making the process complicated.

I hope it gives you the confidence to get started.

Let's get filming.



TABLE of contents

1 - Introduction

1. THE MINIMAL SETUP

3 - Your smartphone as your camera
4 - What you actually need
5 - What should you invest in first?
6 - Set up your iPhone before recording
7 - Choose your resolution: 4K vs HD
8 - Storage and recording longer videos
9 - Freeing up space and external drives
10 - Power, heat and interruptions
11 - Understanding frame rates
12 - Flickering under artificial light
13 - Other useful camera settings
15 - Choosing the right iPhone lens
17 - Horizontal vs vertical
18 - Camera position and stability
20 - Keep your background clean
21 - Section 1 checklist

2. LIGHTING MADE SIMPLE

23 - The 4 fundamentals of lighting
29 - How your iPhone handles colour
30 - Using natural light
31 - Managing changing light
32 - Locking focus and exposure
34 - Natural lighting checklist
35 - Understanding exposure
40 - Taking more control: Blackmagic Camera App
41 - Simple LED lighting setup
42 - Light output: wattage, lux and distance
43 - LED tests: 30W, 60W and 300W
44 - LED tests with an umbrella
45 - Which light should you choose?
47 - What to look for when buying an LED
48 - LED lighting checklist

TABLE of contents

3. FRAMING FOR FULL-BODY MOVEMENT

50 - How to frame your videos
51 - Framing for different types of content
52 - Using the grid
53 - Testing your framing
54 - Framing checklist

4. CLEAN AUDIO THAT BUILDS TRUST

56 - Choosing the right microphone
57 - Choosing a wireless microphone
58 - Two ways to record your voice
59 - A simple voiceover workflow
60 - Positioning your wireless microphone
61 - Reducing echo and outdoor wind
62 - Common audio problems and fixes
63 - Audio checklist

5. FILM SOLO WITH CONFIDENCE

65 - Front-facing or rear-facing camera?
67 - Which should you use?
68 - Making solo filming less stressful
69 - Filming in batches

6. QUICK AND SIMPLE VIDEO EDITING

71 - Your simple editing overview
72 - Trimming your footage
73 - Arranging clips into a sequence
75 - Simple colour adjustments
77 - Cropping and reframing
78 - Meet Instagram's Edits app
79 - Export settings: resolution and frame rate
81 - A Simple Editing Workflow Using Instagram Edits
85 - Editing and exporting checklist

FILMING CHECKLIST

86 - Quick filming guide overview
88 - The 2-minute filming checklist
90 - Next Steps

INTRODUCTION

Cleaner, more professional-looking videos for yoga, Pilates and wellness instructors

Your iPhone is already a powerful tool for creating video content. The challenge is knowing how to set it up and what to do with it.

Whether you're creating online classes, client videos or social media content, or simply want to feel more confident on camera, this guide will walk you through the essential steps.

You'll learn how to:

- set up your iPhone
- find the right light
- frame your shots
- record clear audio
- film yourself
- make simple edits

How to use this guide
Read it in order, or jump to the section you need. Most sections end with a short checklist, and the 2-minute filming checklist at the end brings it all together.

Look out for the **Level up** boxes. They mark extra detail for when you're ready. If you're just starting out, skip them and come back later. You won't miss anything you need for your first video.

LEVEL UP

The aim is simple: to give you a filming process you can repeat every time you create content.



SECTION 1
THE MINIMAL SETUP

Your iPhone is capable of recording high-quality video.

The key is understanding how to set it up, choosing the right settings and creating a filming space that works for your practice.

Whether you're recording a yoga flow, demonstrating a Pilates exercise, teaching a fitness class or creating a short video for social media, you can achieve a great deal with a phone, a stable support and good light.

In this section, you'll learn how to:

- Choose the equipment you actually need.
- Set up your iPhone camera for video.
- Understand resolution and frame rate.
- Select the appropriate lens.
- Choose between vertical and horizontal filming.
- Position your phone for stable, well-composed footage.
- Prepare a background that supports your content.

YOUR SMARTPHONE AS YOUR CAMERA

Designed for iPhone. Useful for every smartphone.

This guide is designed around the iPhone, with practical demonstrations of camera settings, filming techniques and editing workflows.

However, the core principles of creating professional-looking video content apply to both iPhone and Android smartphones.

Throughout this guide, you'll learn how to work with light, frame your shots, capture clean audio and create better-looking videos. These skills can be applied to almost any modern smartphone, even if the menus and camera controls look a little different on your device.

WHAT PHONE DO YOU NEED?

For the techniques in this guide, look for a smartphone that can record video at 1080p HD or 4K, ideally at 25 or 30 frames per second (fps).

If you're using Android, look for the equivalent settings in your camera app. Some features may vary depending on your phone model.

My advice: Start with the iPhone or smartphone you already own. Learn how to use it effectively before investing in an upgrade.

Side note: *This e-book's demonstrations are filmed using my iPhone 15 Pro. The core filming principles apply to both iPhone and Android devices, although some settings and features may differ.*



WHAT YOU ACTUALLY NEED

Start with the essentials

You don't need expensive equipment to start filming.
These four things are enough:

Your basic setup:

1) Your iPhone
It's already your camera. Learn to use it before thinking about an upgrade.



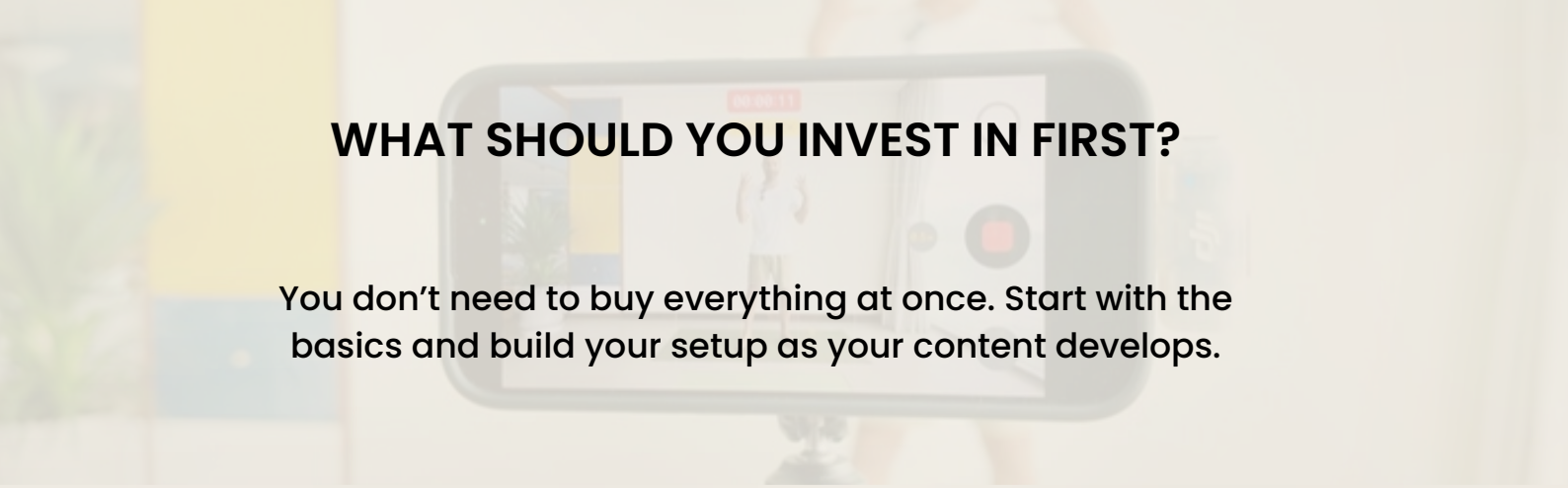
2) Tripod & secure phone mount
Keeps your framing consistent and frees your hands. Choose one that reaches the height you need and stays stable on your floor.



3) Wireless microphone
Your built-in mic is fine for short demos in a quiet room. Add a wireless one if you're further from the phone or speaking while you move.

4) Natural light or LED light
Start with a large window. Add an LED if the light is too dim or for more consistent lighting.





WHAT SHOULD YOU INVEST IN FIRST?

You don’t need to buy everything at once. Start with the basics and build your setup as your content develops.

1) Start with your phone and tripod

Your phone is already your camera. A stable tripod lets you film hands-free, maintain consistent framing and record yourself without needing someone behind the camera.

2) Improve your lighting

Before buying an LED light, experiment with natural light from a large window. If your space is too dark or you need more consistent results, consider adding a suitable LED light.

3) Upgrade your audio when needed

Your phone’s built-in mic may be sufficient for short demonstrations in a quiet room. If you’re filming from further away, moving around or speaking while teaching, a wireless mic can help you capture clearer audio.

WANT TO SEE THE EQUIPMENT I USE?

→ VIEW MY iPHONE FILMING KIT

Pro Tip

A more expensive phone won't fix poor framing, harsh light or echoey audio. Sort the basics first.

SET UP YOUR IPHONE BEFORE RECORDING

Your camera settings determine how your footage is recorded.

You don't need to change everything, but you should understand the settings that have the biggest impact on your videos.

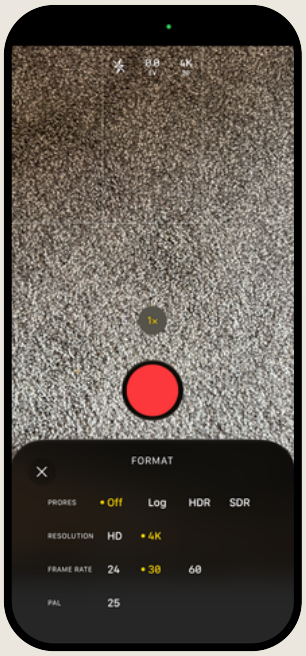
FIND THE VIDEO RECORDING SETTINGS

On many recent iPhones, you can change recording resolution and frame rate from the **Camera app.**

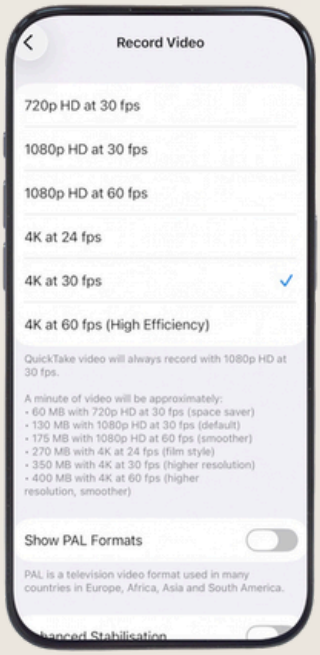
Switch to Video and then tap the displayed resolution or frame-rate indicators.

You can also find recording options under:
Settings → Camera → Record Video.
Exact options vary by iPhone model and iOS version.

Option 1



Option 2



Before recording, check the settings rather than assuming the phone is using your preferred configuration.

CHOOSE YOUR RESOLUTION
4K VS HD

Resolution determines how much image detail is recorded.

4K - MORE IMAGE DETAIL

4K gives you a **higher-resolution image** with more detail.

1080P HD - A PRACTICAL ALTERNATIVE

HD produces **smaller files** and is often sufficient for social media.



My recommendation:

If you have plenty of storage, use 4K.

If storage space is limited, HD is perfectly usable for social media and online content.

	4K	1080p HD
Image detail	Higher resolution	Good quality for most online content
Best for	Maximum detail and cropping footage later	Social media, online classes and website videos viewed on the phone/tablet
File size	Larger files	Smaller files
Consider if..	You have plenty of storage	Storage or editing performance is limited

Android note
Look for Video size or Resolution in your camera app. Some phones also offer different settings for individual lenses or recording modes.

STORAGE AND RECORDING LONGER VIDEOS

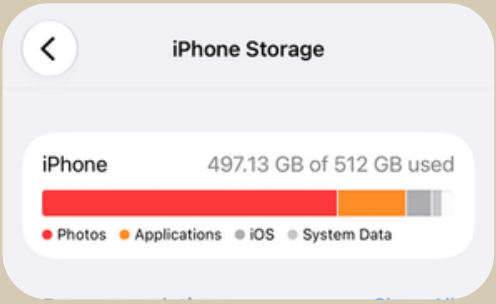
Check your storage before you film

There's nothing more frustrating than setting up your camera, getting ready to teach and discovering that your iPhone doesn't have enough space to record.

Video files can use a lot of storage, particularly when recording in 4K or at higher frame rates. Before filming a long class or several videos in one session, check how much space you have available.

How to check your iPhone storage

Settings → General → iPhone Storage.



How much space do you need?

Before filming, check that your iPhone has enough free storage. Video files can take up several gigabytes, particularly when recording in 4K.

As a rough guide, a 30-minute recording might use:

- **1080p: approximately 3–10 GB**
- **4K: approximately 10–30 GB**

These figures are estimates and will vary depending on your recording settings.

PRO TIP

If you're filming longer videos, check your available storage beforehand and leave extra space for additional takes and editing.

If your iPhone supports recording directly to an external USB-C drive, this can also help manage storage when filming longer sessions.

WHAT IF YOU'RE RUNNING LOW ON SPACE?

FREE UP SPACE

- Transfer older videos and photos to a computer, external drive or suitable cloud service.
- Remove downloaded files and apps you no longer need.
- Choose 1080p HD instead of 4K if it meets your needs.
- Avoid ProRes unless you specifically need its benefits.

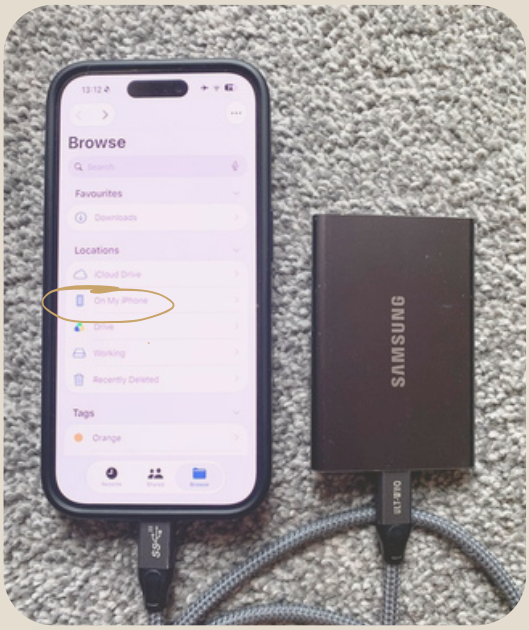
Important: Don't delete original footage until you've confirmed your backup is complete and the copied files open correctly.

Use an external USB-C drive

If you regularly film longer classes or batch-record content, an external SSD can be a useful way to store your recordings and free up space.

TRANSFER YOUR VIDEOS

For a straightforward workflow, connect a compatible external drive to your iPhone.



1) Connect

Plug in your compatible USB-C drive. Older iPhones may need a Lightning connector adapter.

2) Open Files

Open the Files app and locate the connected drive under Browse.

3) Copy your recordings

Export or copy your recordings from Photos or the relevant app to the drive.

4) Check your backup

Open a few copied files to confirm they work.

POWER, HEAT AND INTERRUPTIONS

1. Keep your phone powered

Recording a full-length class can drain your battery, particularly when filming at higher resolutions.

- Start with a sufficiently charged phone.
- If needed, connect a suitable power bank or charger.
- Keep cables away from your movement area to avoid tripping.

Recording at 4K can increase power consumption and may cause your phone to warm up more quickly.

2. Watch for overheating

Long recording sessions, high-resolution video and warm environments can contribute to your phone overheating.

- Film in a cool, well-ventilated space where possible.
- Avoid leaving your phone in direct sunlight.
- If you see a temperature warning, stop recording and allow your phone to cool down before continuing.

3. Prevent interruptions

Notifications and incoming calls can distract you or disrupt your recording.

- Turn on Do Not Disturb or an equivalent Focus mode.
- Consider Airplane Mode if you don’t need a network connection.
- Make sure any microphone or recording accessories you need are connected before filming.

UNDERSTANDING FRAME RATES

Frame rate describes how many individual frames are recorded each second. It's expressed as frames per second, or **FPS.**

FRAME RATE	BEST FOR	INDOOR LIGHTING NOTE
25 fps	Talking-to-camera videos, online classes and social media	Useful starting point in the UK, Europe, Asia and Australia.
30 fps	Talking-to-camera videos, online classes and social media	Useful starting point in the US and Canada.
60 fps	B-roll / slow motion videos	Captures more frames per second. Uses more storage and may need more light.

Using natural light?

Both 25 and 30 fps can work well. For most talking-head videos and instructional content, either is a sensible choice.

IF 25 FPS ISN'T VISIBLE

Go back to recording options under:
Settings → Camera → Record Video → Show PAL Formats

LEVEL UP

WHAT ABOUT FLICKERING UNDER ARTIFICIAL LIGHT?

If you notice flickering, dark bands or uneven brightness in your footage, the frame rate and shutter speed may be interacting with the light source.

For example, in the UK, 25 fps with a shutter speed of approximately 1/50 second is a useful starting point when manual shutter control is available.

With the iPhone camera app the shutter speed can't be changed. So the next option would be to try a different frame rate, change the light or use natural light.

TEST BEFORE FILMING

Frame rate alone doesn't guarantee flicker-free footage. Record a short test clip under your lighting before filming.

Examples



Flicker bands visible

Filming under certain LED lights with an incompatible shutter speed can create vertical bands.



Banding fixed

Using a compatible shutter speed (e.g. 1/50 at 25 fps or 1/60 at 30 fps) can reduce or eliminate the bands.

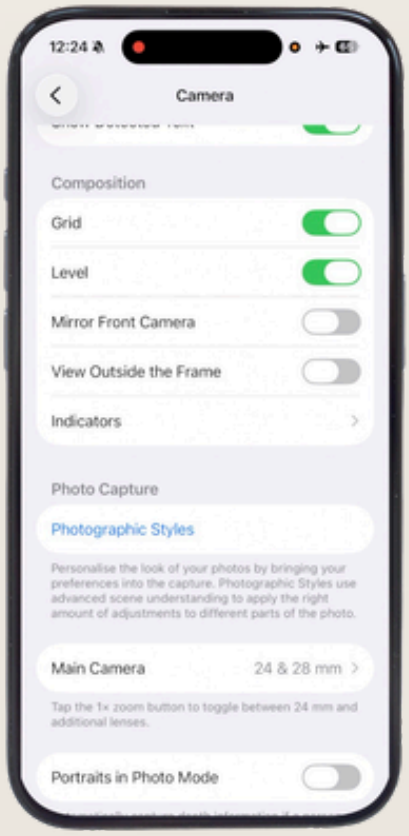


Natural light

Filming near a window or using flicker-free lights usually avoids banding.

OTHER USEFUL CAMERA SETTINGS

Your iPhone offers additional settings that can make filming easier. A few are worth understanding before you begin. These settings can be found in your camera app.

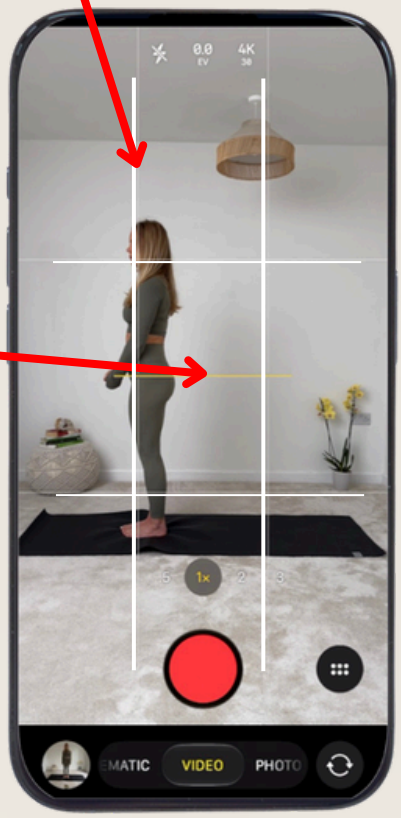


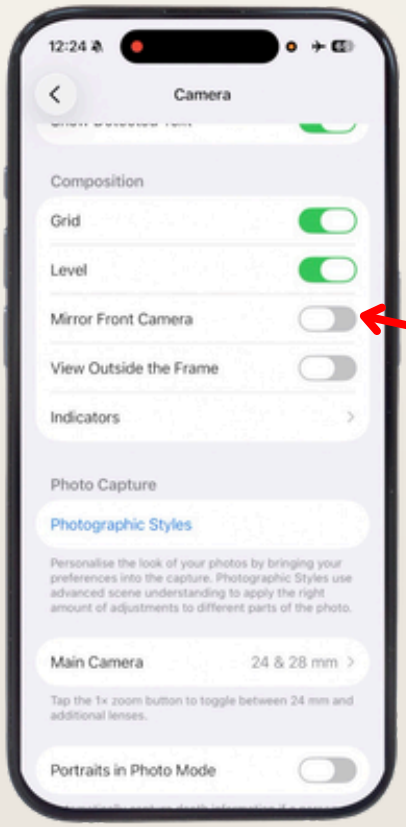
GRID

Turn grid on. This overlays guide lines on your screen.
It helps you keep vertical lines straight, position yourself consistently and check the balance of your composition.

LEVEL

Turn level on. Where available, the level indicator helps you keep the phone straight rather than accidentally recording a tilted floor or horizon.





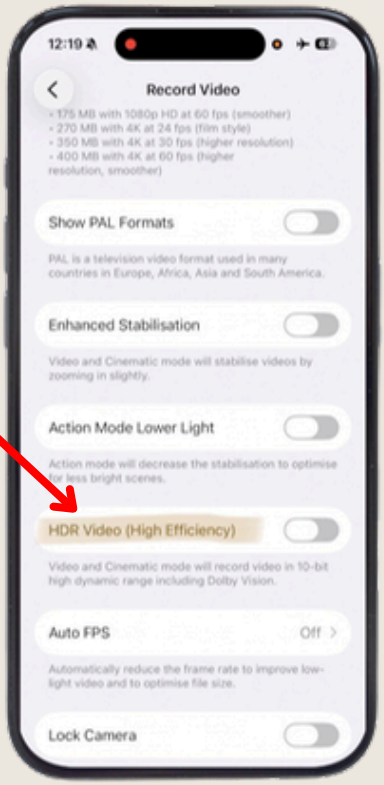
MIRROR FRONT CAMERA

I keep this off. This setting affects whether front-camera selfies are saved as a mirrored image.

If you're filming yourself, check the result and decide which orientation you prefer. Pay particular attention if text, logos or equipment markings appear in the frame.

HDR VIDEO

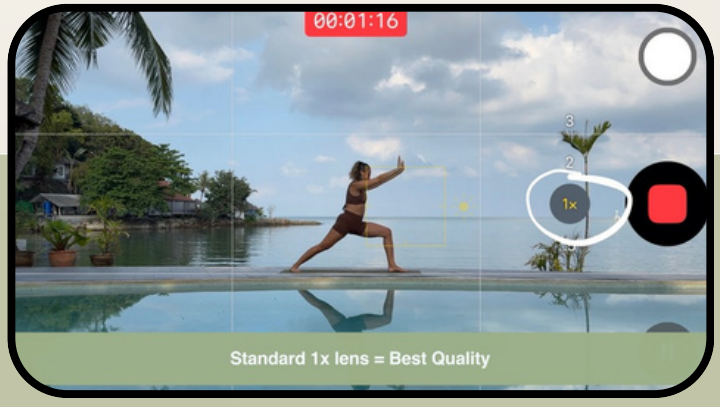
I keep this off. HDR can preserve a wider range of brightness and colour but can look very artificial.



Android note

Android phones may offer grid lines, a level indicator, HDR video and selfie mirroring under different names or in different menus. Some models won't offer every option.

CHOOSING THE RIGHT IPHONE LENS



Start with the 1x lens

The 1x lens is a good starting point for most filming situations and usually provides a natural-looking perspective."

Why not just use 0.5x?
The ultra-wide lens can be useful when you're working in a very small space and need to fit more into the frame.

However, the wider perspective can make people and objects near the edges of the frame look distorted.

If you're filming movement, don't automatically choose the widest lens just because you want to fit your whole body into the frame.

When to use 2x or 3x zoom

If your phone offers 2x or 3x options, these can be useful for close-ups, details and talking-to-camera videos.

Filming from further away can also give faces a more natural-looking perspective and blur out the background.

The Examples below show

0.5x Lens

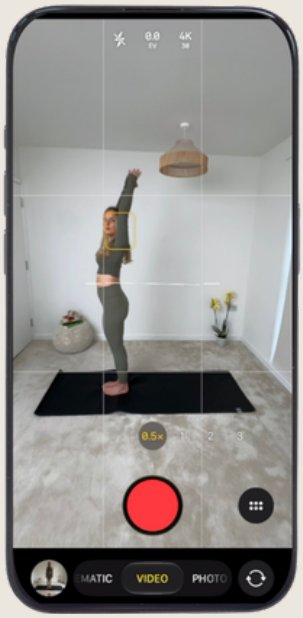
Great option if you're working in a small room.

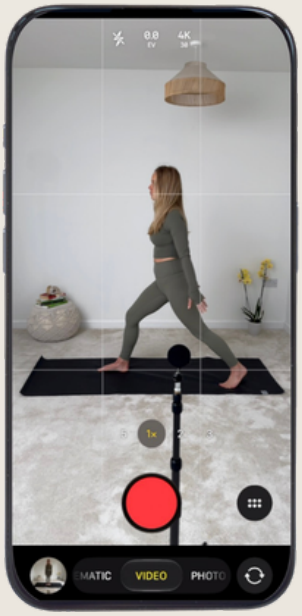
Downside: lines and body parts can bend and stretch at the edge of the frame.

1x lens

If you have space, move back further and use the 1x lens.

This gives more of a natural perspective.





Practical exercise: Film the same standing pose using 1x and 0.5x from the same camera position. Then compare the edges of the frame. Repeat with the camera farther away to see how distance changes the result.

Front-facing camera option

If your phone only has 1 lens, which is the standard 1x lens then you can use the front-facing camera if you need to go wider.

Android + iPhone note

Look for the lens labels or zoom controls in your camera app. A displayed zoom value doesn't always represent a separate optical lens; some zoom levels use digital cropping.

HORIZONTAL VS VERTICAL
FILM WITH PURPOSE

Decide how you're going to use the video before you press record. The orientation you choose should depend on where the video is going.



HORIZONTAL

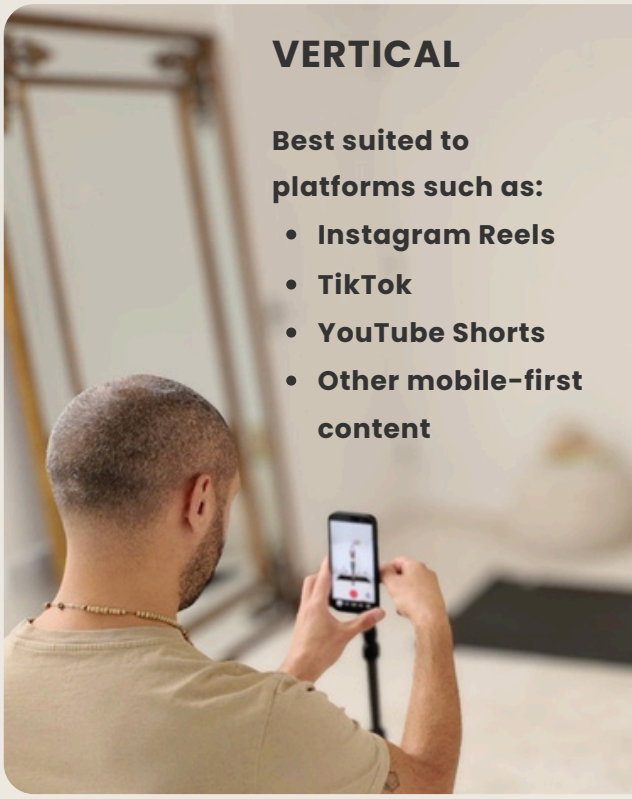
Useful for:

- **YouTube videos**
- **Online classes**
- **Website content**
- **Longer-form video**

Pro Tip

If you're creating a Reel, film vertically and allow space at the top and bottom for captions.

If you're creating a longer class for YouTube or your website, horizontal may make more sense.



VERTICAL

Best suited to platforms such as:

- **Instagram Reels**
- **TikTok**
- **YouTube Shorts**
- **Other mobile-first content**

CAMERA POSITION & STABILITY



Keep your camera stable

A basic tripod or stable phone stand is enough to get started.

A tripod keeps your iPhone steady and gives you a consistent setup, allowing you to move freely while filming.

Start with a secure setup

1) Place the tripod on a firm, level surface.
2) Secure your phone in the mount.
3) Check that the phone is level and the tripod won't tip if lightly disturbed.
4) Frame yourself before you begin the full recording.
5) Perform the largest movement you'll make and check that you stay inside the frame.

HOW HIGH SHOULD THE CAMERA BE?

There's no single correct height for every yoga, Pilates or fitness video. A useful starting point is around waist height for many standing demonstrations, then adjust according to the exercise and the look you're trying to achieve.

Too low: The camera can exaggerate the foreground and make body proportions appear unusual.

Too high: The view may make the movement harder to understand or change the apparent proportions of the body.

Around waist height: Often a useful starting point for standing demonstrations, depending on distance and the movement.



Waist height example

Avoid positioning the camera too low, as this can create an awkward or exaggerated perspective.



For floor-based exercises, you may need to lower the camera or change the angle slightly so the relevant movement is clearly visible.

The most important thing is to test the actual movement, not just the starting pose.

KEEP YOUR BACKGROUND CLEAN

Your background is part of your content. Keep it clean, simple, and free from distracting objects that take attention away from you.

Where possible, choose a space that fits your brand, colours, and overall aesthetic to create a more consistent and professional look.



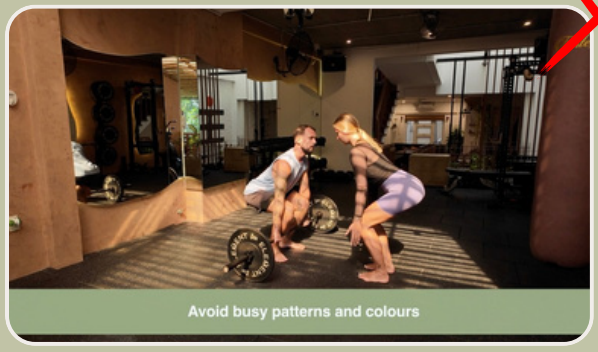
Keep your background clean & on-brand



Think about:

- **Remove distractions** - clutter, bags, cables, random objects, etc.
- **Create some depth** - if possible, avoid standing directly against a wall. A little space between you and the background can make the shot feel more polished.
- **Keep it consistent** - where possible, choose a space that fits your brand colours and overall aesthetic.
- **Check the edges of the frame** - look at what's happening around you, not just directly behind you.
- **Clothing contrast** - a top the same colour as the wall or mat disappears.
- **Mirrors in studios** - watch out for camera reflections in the shot.

Distracting patterns



Clean & simple



END OF SECTION 1
THE MINIMAL SETUP SUMMARY

- □ Choose the video format: vertical or horizontal.
- □ Check resolution and frame rate.
- □ Select the appropriate lens.
- □ Secure your phone on a stable tripod.
- □ Position the camera and level the frame.
- □ Check the entire background and filming space.
- □ Make sure the light is suitable.
- □ Record a short test clip.
- □ Play it back and check framing, focus and exposure.
- □ Check that the movement stays inside the frame.



SECTION 2
LIGHTING MADE SIMPLE

Good lighting can make a huge difference to the quality of your videos.

Even with a great iPhone, poor lighting can leave your footage looking dark, grainy or flat. Good lighting helps you stand out, adds depth to the image and creates the overall look and feel of your content.

A large window may provide all the light you need. The important part is learning where to position yourself, how to work with the direction of the light and how to avoid sudden changes in brightness.

In this section, you'll learn how to:

- Understand the four fundamentals of lighting
- Find the best natural light in your home.
- Understand the difference between front, side and backlighting.
- Recognise soft light and harsh light.
- Manage changing daylight and iPhone exposure.
- Use a simple LED light setup when natural light isn't enough.

THE 4 FUNDAMENTALS OF LIGHTING

Before setting up your camera or adding extra lights, there are four things to understand.

Direction, Quality, Intensity, Colour Temperature.

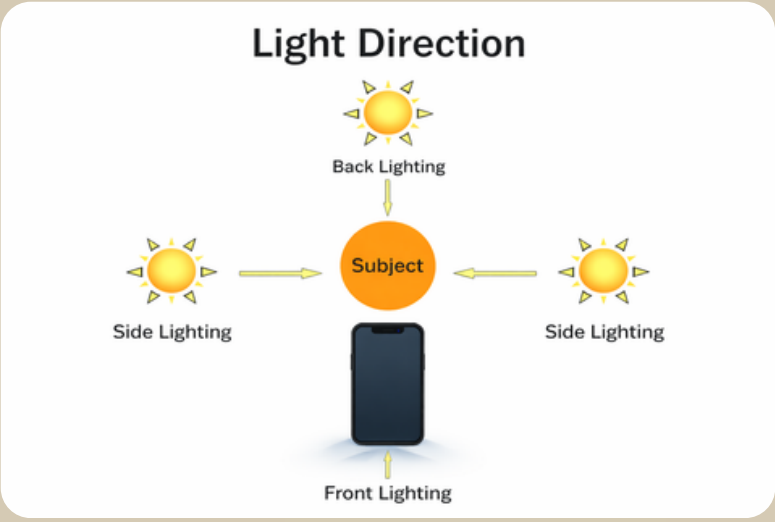
1. Direction - Where is the light coming from?

The direction of light affects how your subject looks and where shadows appear.

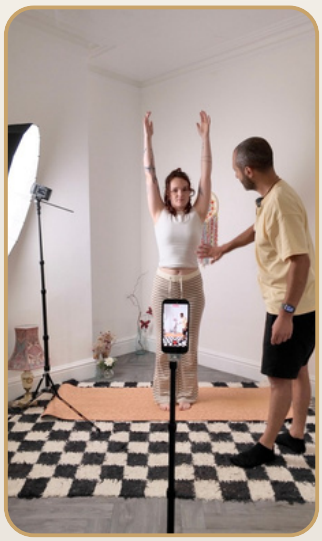
Front lighting: The light comes from the direction of the camera, illuminating the front of you. It creates a straightforward, evenly lit look but can sometimes appear flat.

Side lighting: The light comes from one side, creating shadows that add depth and definition. This can work particularly well for fitness demonstrations.

Backlighting: The light comes from behind you, creating a glow around the body. However, if the background is much brighter than you, your iPhone may expose for the background and leave you too dark.



LIGHT DIRECTION EXAMPLES



Side Lighting

In this example the light source is coming from the left side. It could be a big window or an LED Light.

You can see there is a strong shadow on the right side of the model.

For more moody fitness vibes this can work well.



Front Lighting

In this example the light source is coming from the front of the model and slightly to one side of the camera.

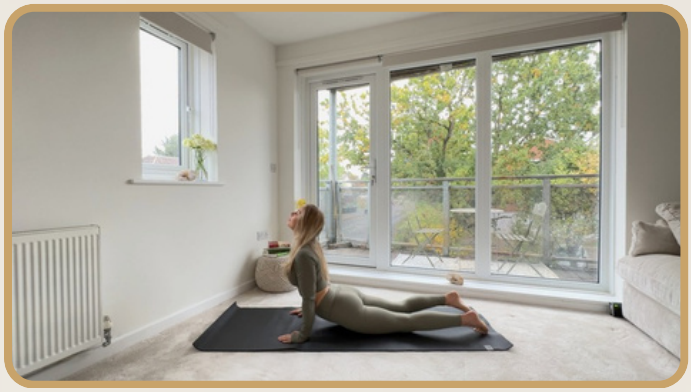
The light is now more even on the model.

I **recommend** having the light source coming from the front for yoga and Pilates content as it makes the scene more bright and airy.

Backlighting

In this example the main light source is coming from behind the model.

I would try to **avoid** this as it can make you appear darker when the camera exposes for the brightness of the scene.



2. Quality - Is the light soft or hard?

Light quality affects how strong the shadows look.

Soft light creates gentle shadows and smooth transitions between light and dark. It's often flattering for faces and works well for talking-to-camera videos and instructional content.

Hard light creates stronger shadows and more contrast. Direct sunlight can produce this effect, sometimes creating harsh patches of light across your face, body or floor.

Cloudy skies often create softer daylight because clouds spread sunlight across a larger area. However, direct sunlight coming through a window can still create hard shadows indoors.

The examples below show the difference between hard and soft light

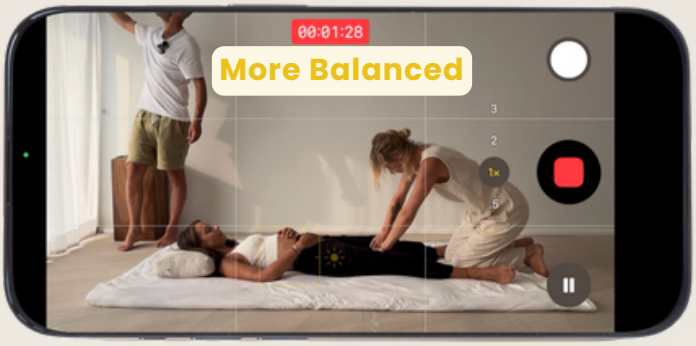
Cloud covering the sun



Direct Sunlight



Diffusing the direct light with a white curtain



Pro Tip

For a soft, flattering look, try filming near a window when direct sunlight isn't shining straight onto you.

Why the size of the light source matters

A large window, relative to your distance from it, acts as a large light source. This generally produces softer transitions between light and shadow than a small, distant light source.

For yoga and Pilates demonstrations, this can help make the body easier to see without creating extremely dark shadows on one side.



Ask yourself:

- Which room receives the most useful daylight?
- Is the window large enough to illuminate my full body?
- Does direct sunlight enter the room?
- Does the light remain reasonably consistent throughout the time I plan to film?
- Is there enough space to move safely and fit the whole exercise into the frame?

3. Intensity - How much light is reaching you?

Light intensity refers to how much light reaches you.

On a bright, sunny day, there is generally more direct sunlight available than on a dark, overcast day. If you're filming beside a window on a grey, rainy day, your room may be considerably darker.

The distance from your light source also matters. Moving closer to a light generally increases the amount of light reaching you, while moving further away reduces it.

Poor light quality



The window is far away in the front and filmed on a grey day. The model is too dark.



Forcing the phone to brighten the same image, but struggles to improve the scene.

Why it matters for your iPhone: In low light, your phone may use higher ISO or other processing to brighten the image. This can introduce visible noise or reduce detail in your videos. More on ISO later on.

Solution



Using an LED Light to brighten the scene.

Pro Tip
If your footage looks grainy or too dark, try adding more light or moving closer to the window before trying to fix everything in editing.

LEVEL UP

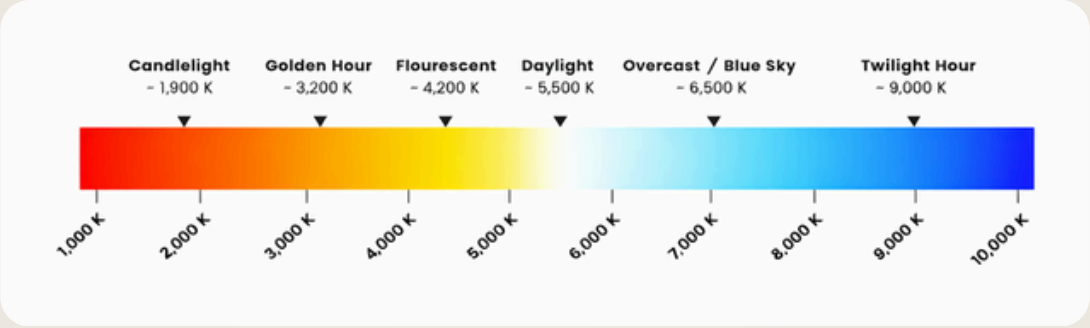
4. Colour temperature - Is the light warm or cool?

Light doesn't just affect brightness and shadows. It also has a colour.

Colour temperature is measured in Kelvin (K). Lower values produce warmer, more yellow or orange-looking light, while higher values produce cooler, bluer-looking light.

- **Warm light** - around 2,700–3,500K: Creates a golden, cosy atmosphere, similar to warm indoor lighting.
- **Neutral to daylight** - around 4,500–5,600K: Often a useful starting point for clean, natural-looking instructional videos.
- **Cool light** - around 6,000–7,000K: Can create a cooler, bluer appearance.

These ranges are approximate. Natural daylight changes colour depending on the weather, time of day and surrounding environment.



The takeaway: Different light sources can make the same subject look warmer or cooler. Understanding this helps you create consistent, natural-looking colours in your videos.

HOW YOUR IPHONE HANDLES COLOUR

Automatic white balance

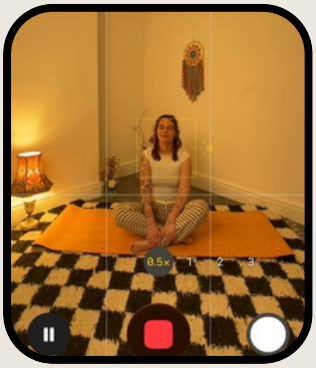
Your iPhone's built-in Camera app automatically adjusts white balance to help colours look natural under different lighting conditions.

You don't need to adjust it manually when you're first getting started. However, mixed light sources can sometimes make colours look inconsistent.

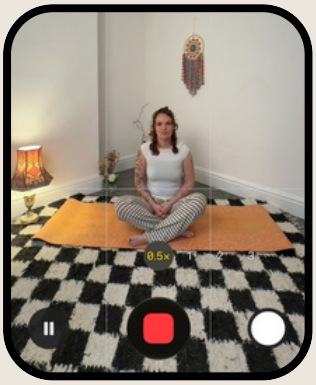
Why mixed lighting can be a problem

Daylight from a window can look different from warm indoor bulbs. When both light sources illuminate your subject, parts of your video may appear yellow or blue.

Too yellow



Neutral Colour



For more consistent colour:

- Turn off warm indoor lights if you're filming beside a window.
- Use one main light source where possible.
- Check that skin tones and white backgrounds look natural.

Pro Tip

Check your colours before recording. If skin tones look unusually orange, yellow or blue, adjust your lighting first.

Remember: Colour temperature describes the colour of the light. White balance is the camera adjustment that helps colours appear natural.

USING NATURAL LIGHT

Start with the biggest light source you have

Natural light from a window is one of the easiest and most affordable ways to create video content.

Start by finding a window that provides plenty of light without direct sunlight creating harsh patches across your body or the floor.

Position yourself so the light illuminates your face and body. You can experiment with facing the window directly or turning slightly to one side to create more depth.



Avoid putting the window directly behind you.

When a bright window is behind you, the camera is looking towards the light source.

This can make the background very bright while leaving you looking dark.

FACING THE WINDOW ✓
The light falls directly onto you, creating a brighter and more direct light..

WINDOW BESIDE YOU ✓
This can create a little more shape and dimension while still giving you good illumination.

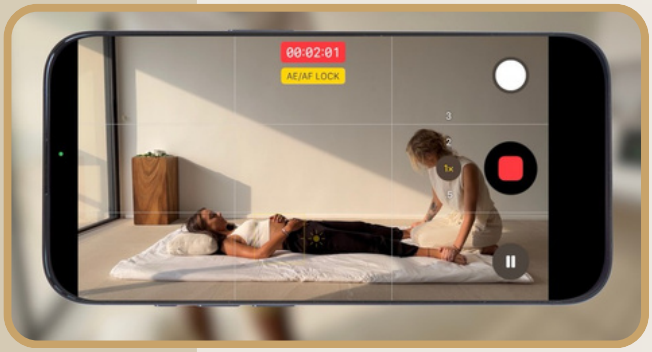
MANAGING CHANGING LIGHT WHILE FILMING

Natural light can change a lot.

One of the benefits of natural light is that it looks great.
The downside? It isn't always consistent.

Clouds can move across the sky, the sun can become stronger, or the light can change as the day progresses.

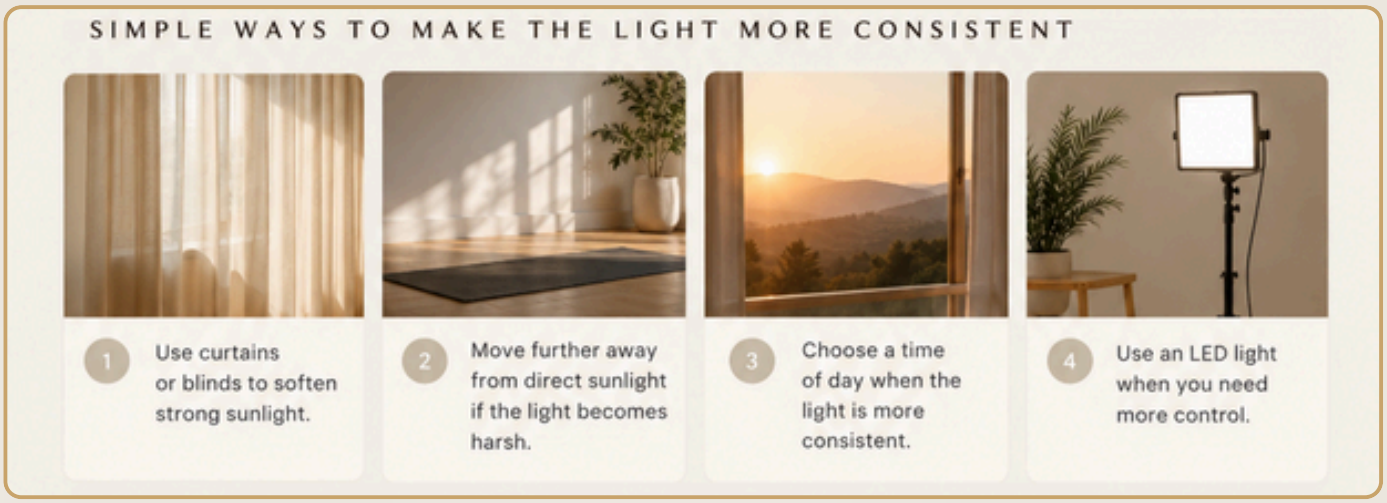
This can cause your footage to become noticeably brighter or darker while you're filming.



Before you record

Look at your filming space and consider:

- Is the sunlight changing?
- Is direct sunlight hitting the room?
- Will you be filming for a long period?



Takeaway: You don't need perfectly identical lighting throughout every video.

You just want to avoid large, distracting changes in brightness while you're filming.

LOCKING FOCUS AND EXPOSURE ON YOUR IPHONE

Exposure describes how bright or dark the recorded image appears. Your iPhone automatically adjusts exposure in many recording situations, which makes filming easier but can also create unwanted changes.

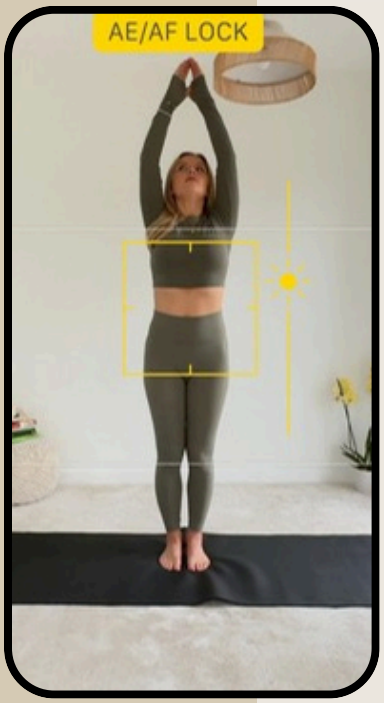
For example, you might start recording while standing in front of a window. As you move into a brighter area or the phone detects a different part of the scene, the image may become brighter or darker.



LOCK YOUR FOCUS & EXPOSURE

1. Frame your shot
Position your phone and make sure your whole body is in the frame.

2. Tap and hold
On your iPhone screen, tap and hold an area of your subject until **AE/AF Lock** appears. This locks focus and exposure.



3. Adjust brightness
Use the exposure slider to fine-tune the brightness:

- Slide up: brighter
- Slide down: darker

Remember: AE/AF Lock helps keep your focus and exposure consistent while you film.

It's most useful when the lighting stays relatively consistent. If the lighting changes significantly, you may need to adjust the exposure yourself.

When should you lock exposure?

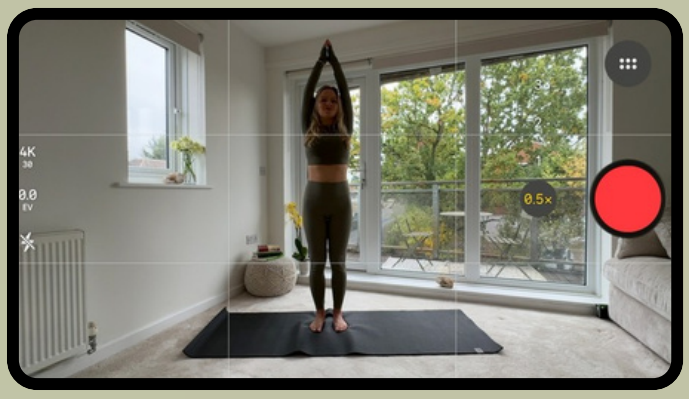
Locking exposure can be helpful when you're filming a fixed sequence in a room where the light is reasonably consistent.

However, it won't stop the actual daylight from changing. If a cloud moves over the sun, your locked exposure may leave the footage darker. Likewise, if the sun suddenly shines through the window, parts of the image may become too bright.

The solution is to start with consistent lighting, set exposure carefully and test the full sequence before recording the final take.

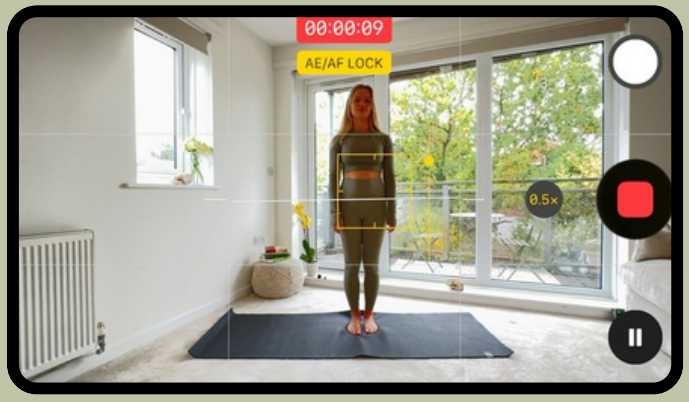
Important:
There's only so far you can push brightness before it looks unnatural. Get the lighting correct first and make slight adjustments on the phone settings.

The phone exposes for the bright background, which can leave you too dark.



Forcing the phone to brighten the same image. Her skin tones look unnatural.

Solution: face the window or use LED Lighting.



YOUR NATURAL LIGHTING CHECKLIST

Before you start filming, run through these simple steps to make the most of the available daylight.

□ **Find your light source.** Position yourself near a window with plenty of natural light.

□ **Check the direction**. Try facing the window or turning slightly to one side for more depth and dimension.

□ **Avoid harsh sunlight**. If direct sunlight creates strong shadows or bright patches, use a sheer curtain or move to a different position.

□ **Watch the background.** Avoid having a very bright window directly behind you unless you're deliberately creating that look.

□ **Check the light on your face and body.** Make sure you're clearly visible, including when demonstrating full-body movements.

□ **Lock your exposure if needed**. In the built-in iPhone Camera app, tap and hold on your subject to use AE/AF Lock, then adjust the exposure slider if necessary.

□ **Record a test clip.** Check for changing brightness, harsh shadows or areas that are too dark.

□ **Keep the light consistent.** If clouds or changing daylight affect your video, adjust your position or consider using an LED light.

Remember: Natural light can look great, but it changes throughout the day. Choose a position where the light is soft and consistent, and check it again before recording.

LEVEL UP

UNDERSTANDING EXPOSURE: ISO, SHUTTER SPEED & APERTURE

Before we go deeper into LED lighting, it's useful to understand three camera settings that affect how bright or dark your video appears: **ISO, shutter speed and aperture.**

Together, these settings influence your exposure - the amount of light captured by your camera.

ISO - Sensitivity to light
A higher ISO can brighten your footage in darker conditions, but it can also introduce more visible image noise.

Shutter speed - Exposure and motion
Shutter speed affects how much light is captured in each frame and how movement appears in your video.

Aperture - Light entering the lens
Aperture controls how much light passes through the lens. Unlike a traditional camera, most iPhones have a fixed aperture, so you generally can't adjust it manually.

Do you need to change these settings?

Not necessarily. Your iPhone's built-in Camera app automatically manages many camera settings, making it easier to get started. Understanding the basics will help you make better decisions when filming in different lighting conditions.

Later, we'll look at how you can take more manual control using the Blackmagic Camera app.

Next: Let's look at how these settings work, starting with ISO.

LEVEL UP

1. ISO: Brightness and Image Quality

ISO controls how strongly your camera responds to the available light. Increasing ISO can brighten your image, but it can also introduce visible grain or noise, particularly in darker environments.

- **Lower ISO:** Generally produces a cleaner image when enough light is available.
- **Higher ISO:** Can brighten a darker scene, but may introduce more visible noise.



Example: If you're filming in a bright room near a window, your camera may be able to use a low ISO. If you're filming in a dimly lit room, it may need to increase ISO to brighten the image.

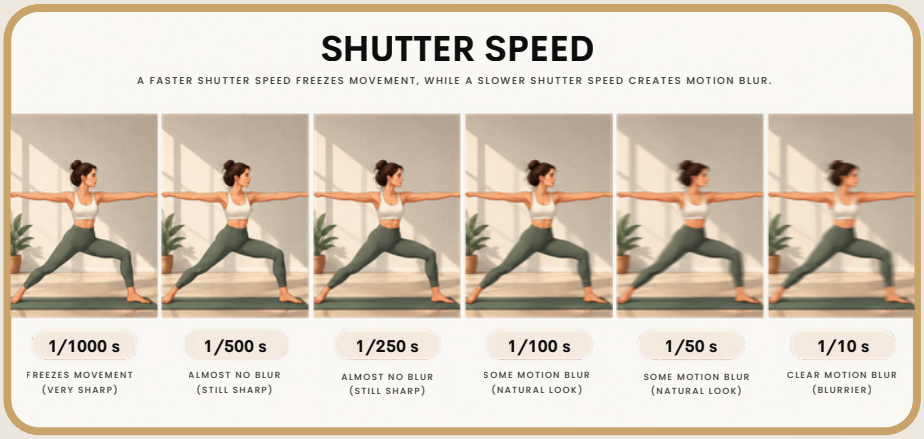
The takeaway: Whenever possible, improve your lighting rather than relying on high ISO to brighten your footage.

LEVEL UP

2. Shutter Speed: Exposure and Motion

Shutter speed controls how long each frame is exposed to light. It affects both the brightness of your footage and how movement appears.

- **Faster shutter speed:** Lets in less light and makes moving subjects appear sharper, with less motion blur.
- **Slower shutter speed**: Lets in more light but creates more motion blur.



For **natural-looking** video, a useful starting point is to set your shutter speed to approximately double your frame rate.

These are guidelines, not strict rules. You can use faster shutter speeds if you don't have an ND filter.

Frame rate	Recommended starting shutter speed
25 fps	1/50
30 fps	1/60
50 fps	1/100
60 fps	1/120
120 fps	1/240

ND Filters: A Useful Extra for Bright Conditions especially outdoors.

An ND (Neutral Density) filter reduces the amount of light entering your camera, similar to putting sunglasses in front of your camera's lens.

When filming in bright sunlight, you may need to use a very fast shutter speed, such as 1/1000 sec, to avoid overexposing your footage. Although this keeps the image exposed correctly, movement can look sharper and less natural.

LEVEL UP

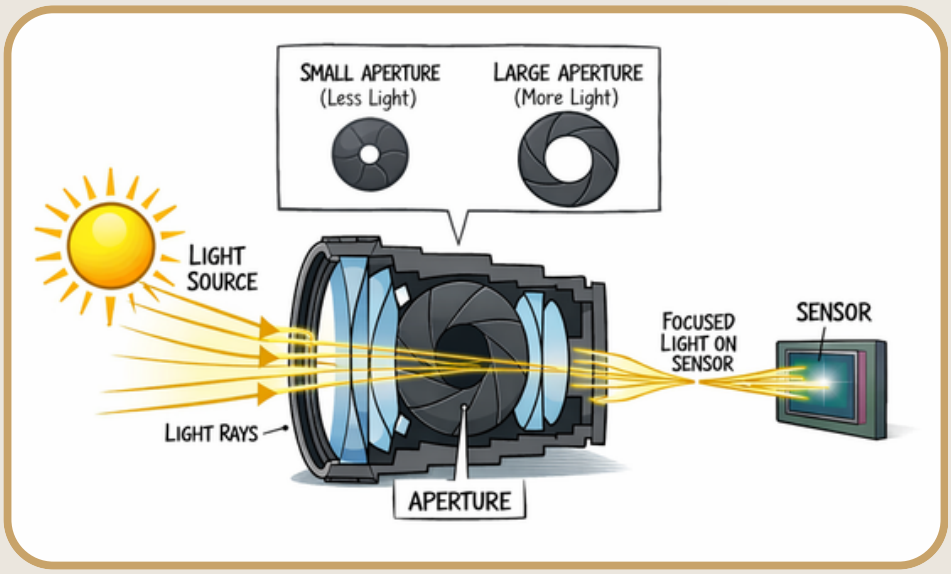
3. Aperture: How Much Light Enters the Lens

Aperture is the opening inside a camera lens that allows light to pass through. A wider aperture lets in more light, while a narrower aperture lets in less light.

On many professional cameras, you can adjust the aperture to control brightness and background blur.

However, the aperture on an iPhone's built-in lenses is generally fixed, meaning you can't adjust it in the same way as you can on many dedicated cameras.

This is more for background knowledge.



Your iPhone's built-in Camera app handles much of this automatically, so you don't need to adjust every setting yourself.

Later in this guide, we'll look at how lighting can help you achieve a brighter, cleaner and more consistent image.

LEVEL UP

THE KEY TAKEAWAY

ISO, shutter speed and aperture work together to control exposure, how bright or dark your image appears.

When filming video, start by choosing your frame rate and a suitable shutter speed. Then ensure you have enough light and adjust ISO as needed.

On your iPhone, aperture is generally fixed, and the built-in Camera app handles many exposure settings automatically.

Want more control? The Blackmagic Camera app lets you adjust settings such as frame rate, shutter speed, ISO and white balance manually.

Settings	What it controls	Increasing the value will:
ISO	How strongly the camera amplifies the captured signal.	Brighter image, but potentially more visible noise
Shutter speed	How long each frame is exposed to light	Less light and less motion blur
Aperture	How much light passes through the lens	A wider aperture lets in more light and can create a shallower depth of field. (Blurry background)

LEVEL UP

TAKE MORE CONTROL OF YOUR IPHONE CAMERA

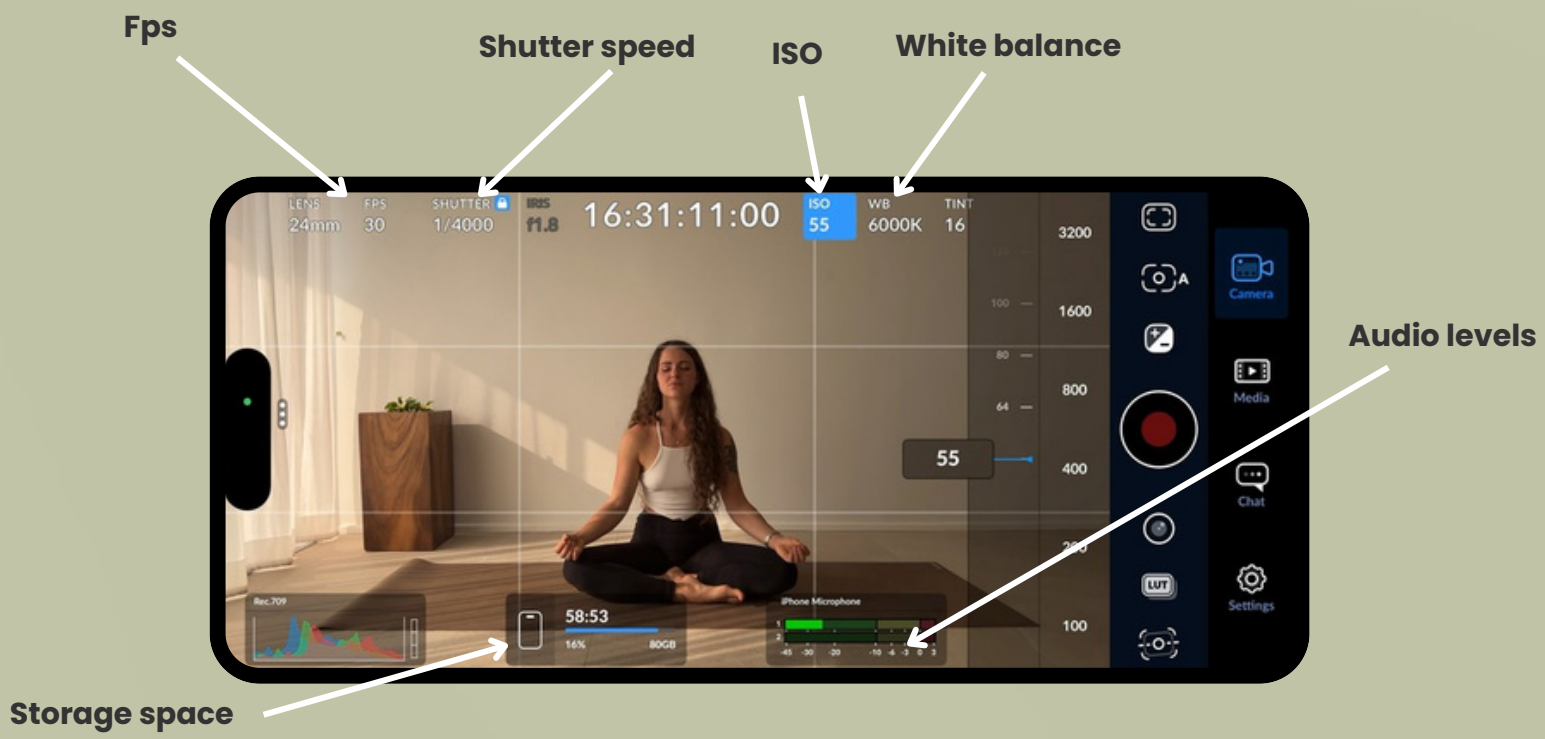
For most beginners, the built-in iPhone Camera app is all you need. It is simple to use and handles many camera settings automatically.

If you want more control over how your footage looks, the free Blackmagic Camera app gives you access to manual controls, including frame rate, shutter speed, ISO, white balance and audio levels.

The four settings to recognise:

- **Frame rate:** How many frames are recorded each second.
- **Shutter speed:** Affects exposure and how movement looks.
- **ISO**: Controls the camera's sensitivity to light; higher values can introduce more visible noise.
- **White balance:** Helps keep colours looking natural under different lighting

BLACKMAGIC CAMERA APP INTERFACE



My recommendation: Start with the native Camera app. Explore Blackmagic when you're ready to take more control of your footage.

SIMPLE LED LIGHTING SETUP

When natural light isn’t enough

Natural light is a great starting point, but sometimes you need more control.

If you want your videos to look consistent from one recording session to the next, a continuous LED light is worth considering.



Control the daylight first

If you’re filming with an LED light near a window, daylight may still be the dominant light source, particularly on a bright day.

Your LED might make very little visible difference if it isn’t powerful enough compared with the daylight.

For a more controlled setup:

1. Close the curtains or blinds to reduce daylight.
2. Switch on your LED light and position it to illuminate your filming area.
3. Adjust the light’s brightness and distance until you achieve the look you want.
4. Keep the lighting setup consistent when recording additional videos.

LEVEL UP

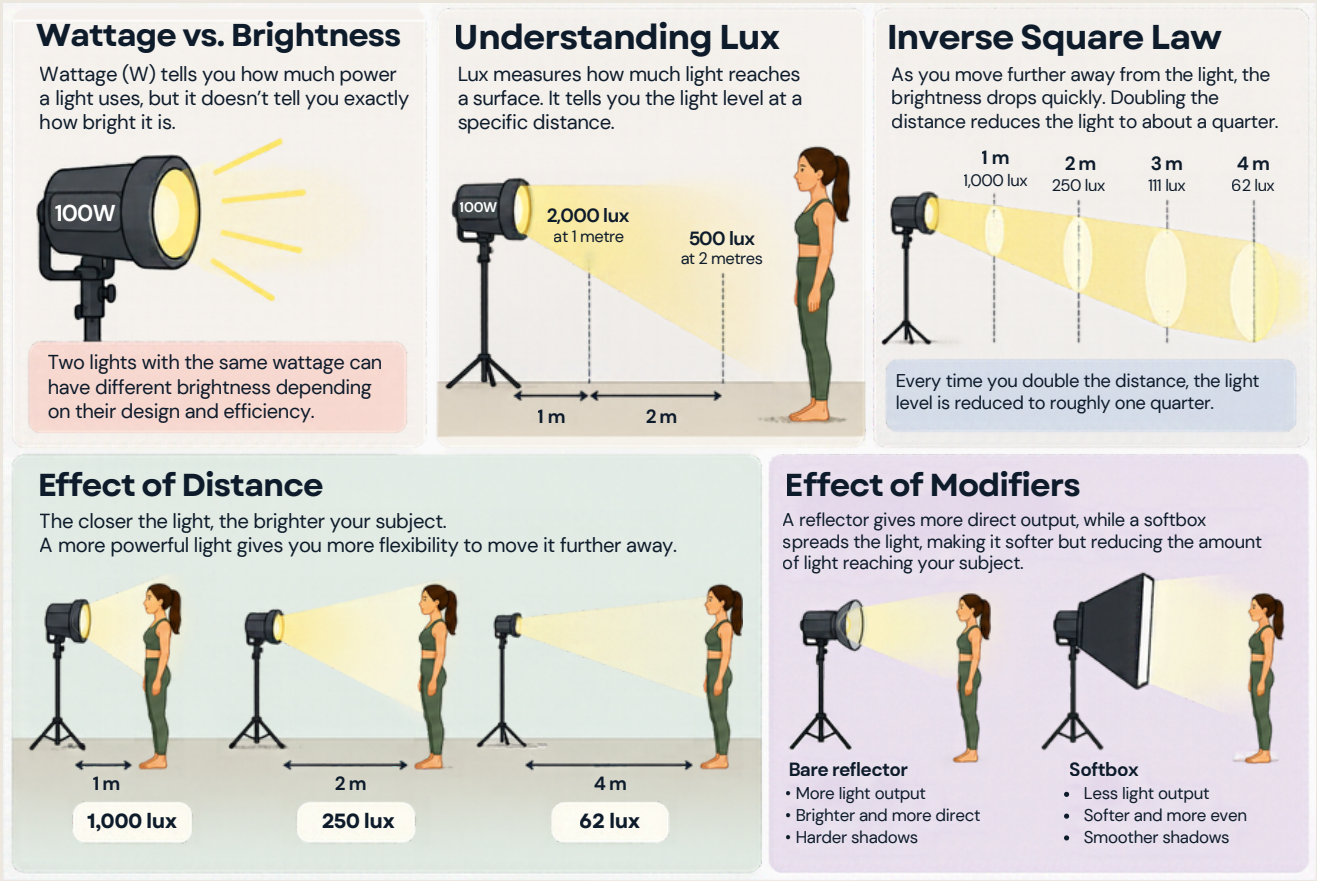
UNDERSTANDING LIGHT OUTPUT IN THE REAL WORLD

When comparing LED lights, you might see specifications such as wattage and lux.

Wattage tells you how much electrical power a light uses, while lux measures how much light reaches a surface at a particular position. However, lux figures can be confusing when comparing different lights.

Measurements may be taken at different distances or with different reflectors and modifiers, so the numbers don't always tell you what to expect in your own filming space.

Rather than getting caught up in the specifications, it's useful to see how different lights perform in practice.



Note: The lux figures are illustrative and intended to help you understand the relationship between wattage, light intensity, distance and the inverse square law. Actual results vary depending on the light source and setup.

LEVEL UP

COMPARING 30W, 60W AND 300W LED LIGHTS

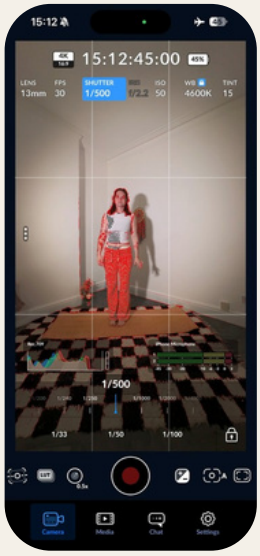
To demonstrate how light output affects exposure, I tested three LED lights in a dark room.

I kept the ISO at 50, set each light to 100% output and positioned it approximately 1.5 metres from the subject. Each light was directed straight at the subject without diffusion, creating hard light.

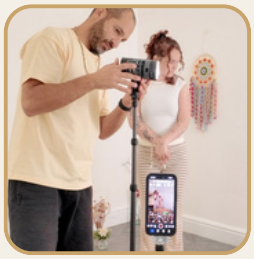
I then adjusted the shutter speed in the Blackmagic Camera app to achieve a similar exposure.

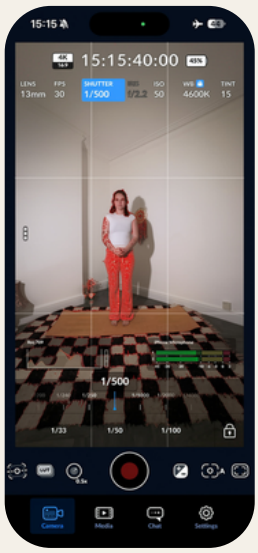
30W LED Light



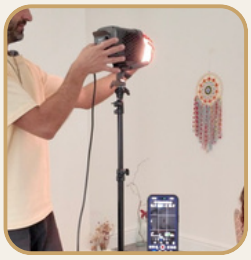


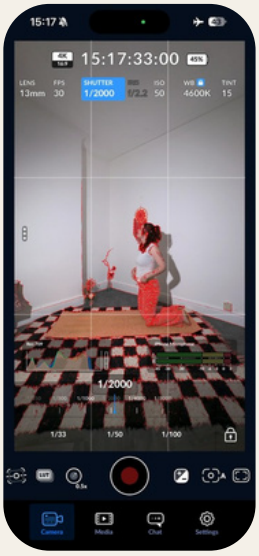
60W LED Light





300W LED Light





LED light	Shutter speed used	ISO used
30W	1/500	50
60W	1/500	50
300W	1/2000	50

What does this tell us?

In this particular setup, the 300W light allowed me to use a much faster shutter speed while maintaining a similar exposure. This demonstrates its greater available light output compared with the two smaller lights.

The 30W & 60W produced very similar results, therefore wattage on the box doesn't reliably tell you the output.

Note: These shutter speeds were used for an exposure comparison, not as recommended settings for everyday video recording.

LEVEL UP

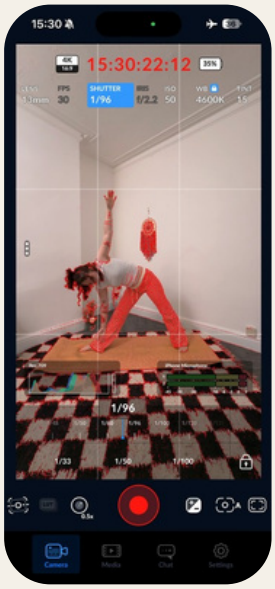
COMPARING LED LIGHTS WITH AN UMBRELLA

An umbrella spreads light over a larger area, creating softer, more natural-looking illumination. This is a useful setup for filming Pilates, fitness and wellness content.

For this test, I compared the 60W and 300W lights using the same umbrella, light position, distance and ISO. Both lights were set to 100% output, and I adjusted the shutter speed to achieve a similar exposure.

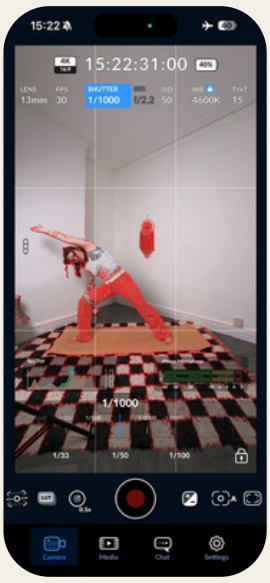
60W LED Light





300W LED Light





Test result	60W	300W
Light output	100% power	100% power
Shutter speed used	1/100	1/1000
Practical result	Usable, but limited flexibility	More flexibility to modify the light

What did I discover?

Both lights produced a usable result, but the 300W light provided considerably more light in this setup. This gives you more flexibility to adjust the light, use larger modifiers or position it further away.

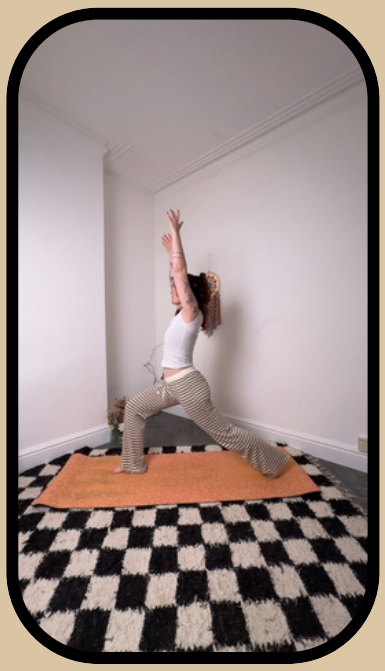
Note: The shutter speeds above are from this specific comparison, not recommended settings for normal video recording.

WHICH LIGHT SHOULD YOU CHOOSE?

The best light depends on your filming space, how far the light needs to be from your subject and whether you're using a softbox or umbrella.

Light output	Best suited to
60W	Small spaces, close lighting setups such as talking head shots or simple filming. Output may be limited when using a modifier or filming full-body movement.
100W	A potential middle ground for compact home setups, offering more output than a 60W light.
200-300W	Greater flexibility for larger modifiers, bouncing off white walls, increased distance and full-body filming.

60W LED Light
Final Result



300W LED Light
Final Result



WHY HAVING MORE LIGHT OUTPUT MATTERS

A smaller LED can produce a usable image, but it may need to run at full power to achieve the exposure you want, especially when using an umbrella or softbox.

A more powerful light gives you additional flexibility. You can:

- Reduce the light's output when needed.
- Move it further away from your subject.
- Use a larger softbox or umbrella.
- Bounce the light off a white wall for a broader, softer source.



The takeaway: A smaller LED can work, but a more powerful light gives you more control over your setup and makes it easier to create soft, even lighting for full-body movement.

A quick note on camera settings

For this experiment, I used the Blackmagic Camera app so I could control the shutter speed and ISO manually and compare the lights more consistently.

If you're using your iPhone's built-in Camera app, exposure is largely handled automatically, so you don't need to adjust these settings manually. Simply focus on positioning your light, getting the right exposure and creating soft, even lighting.

WHAT TO LOOK FOR WHEN BUYING AN LED

Feature	What to look for
Light output	Choose a light with enough output for your filming distance and modifier. A more powerful light gives you greater flexibility.
Colour quality	Look for a CRI or TLCI rating of 97 or higher for excellent colour accuracy, particularly for skin tones.
Flicker-free performance	Look for a light designed to minimise flicker when recording video. Flicker can appear as visible bands or changes in brightness, depending on the light and your camera settings.
Colour temperature	A daylight-balanced light is a good starting point. A **bi-colour LED** lets you adjust between cooler, daylight-style white and warmer white light, giving you more flexibility to suit your environment and the look you want.
Modifier compatibility	Check whether the light supports a softbox or umbrella and whether these are included.
Size and portability	Consider how easy the light is to store, transport and set up.
Power supply	Check whether it runs on mains power, batteries or both. Compare the cost and convenience for your needs.
Fan noise	It can be picked up by the mic.

WANT TO SEE THE EQUIPMENT I USE?

→ VIEW MY iPHONE FILMING KIT

You don't need the most expensive light available. Choose one that suits your space and gives you enough output for the way you film

YOUR LED LIGHTING SETUP CHECKLIST

Use this checklist whenever you're setting up an LED light to film your content.

□ **Control the daylight.** Close curtains or blinds if changing daylight is affecting your lighting. This helps you create a more consistent look.

□ **Position your light**. Start by placing the light in front of you and slightly to one side, rather than directly behind you.

□ **Add a modifier**. Use an umbrella or softbox to spread the light and create softer, more natural-looking shadows.

□ **Check the distance**. Move the light closer if you need more brightness, or further away if it's too bright. Remember that moving it further away reduces the light reaching you.

□ **Adjust the brightness.** If your light has adjustable power, use it to achieve the exposure you want. A more powerful LED gives you greater flexibility, particularly when using a modifier.

□ **Check your iPhone exposure.** With the built-in Camera app, exposure is largely automatic. Check that you look well-lit and that bright areas aren't losing detail.

□ **Record a test clip**. Check your face or full body, look for harsh shadows and make sure the lighting stays consistent throughout your movement.

The goal is simple: create soft, even lighting that keeps you clearly visible throughout your video.

Next: Let's get your framing right.

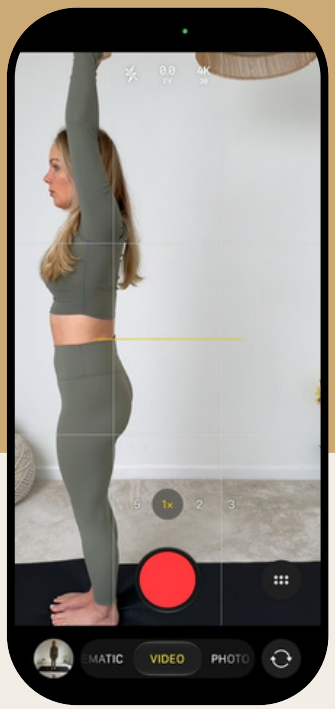
SECTION 3
FRAMING FOR FULL-BODY MOVEMENT

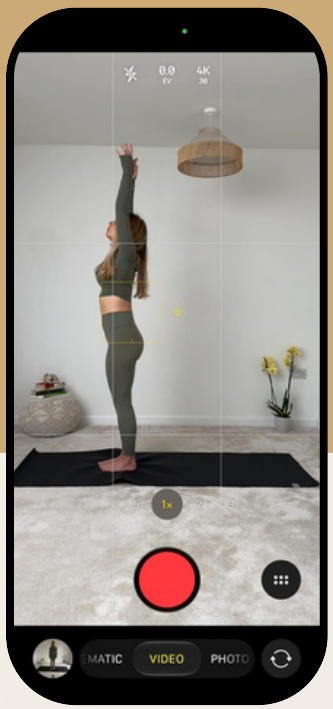
Make sure your movement stays in the frame

When you're filming yoga, Pilates, fitness or other movement content, your camera needs to capture the movement, not just your starting position.

It's easy to set up your iPhone, stand in the middle of the frame and think everything looks fine, only to discover that your hands, feet or head disappear when you actually start moving.

The goal is to create a frame that gives you enough space to move naturally without constantly worrying about leaving the shot.





HOW TO FRAME YOUR VIDEOS

Start with the movement, not the camera

Before deciding where to put your iPhone, think about the biggest movement you'll make during the video.



For example:

- Arms reaching overhead
- Legs extending out
- Side-to-side movement
- Floor-based sequences

1. POSITION YOUR CAMERA

Position your camera so all of that movement stays inside the frame.

2. GIVE YOURSELF SOME BREATHING ROOM

Don't frame yourself so tightly that your hands or feet are almost touching the edge of the screen.
Leave a little space around your body so you can move naturally.

PRO TIP

Do the biggest movement you'll make and check the frame before you start filming properly.

FRAMING FOR DIFFERENT TYPES OF CONTENT

You won't always need the same framing.

FULL-BODY MOVEMENT

Keep your entire body visible with enough space for movement.

Ideal for:

- Yoga sequences
- Pilates exercises



DEMONSTRATIONS

Think about what the viewer needs to see.
If you're demonstrating a particular movement, position the camera so the important part of the movement remains visible.

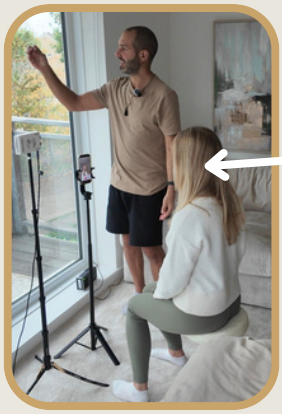
The best framing isn't always the widest shot. It's the shot that shows the viewer what they need to see.

TALKING TO CAMERA

You can frame yourself more closely because you don't need space for full-body movement.

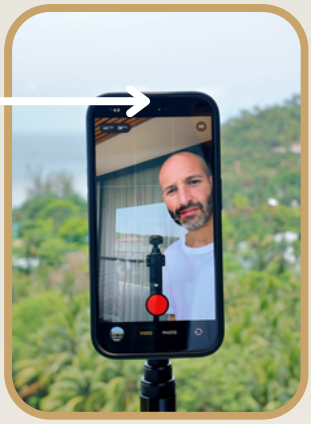
Focus on keeping your face clearly visible and creating a comfortable amount of space around your head and shoulders.





PRO TIP

Look at the lens, not the screen & keep the phone around head height.



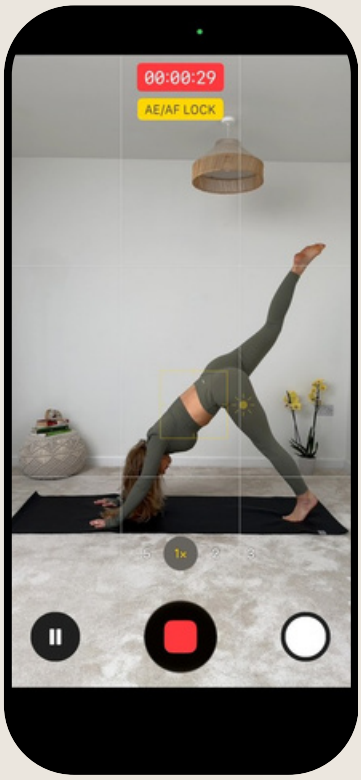
USE THE GRID TO IMPROVE COMPOSITION

What the grid helps you check

- Whether the vertical lines in your room appear straight.
- Whether your body is positioned where you intended.
- Whether the mat is aligned with the frame.
- Whether you have enough space above your head and around your body.

You don't have to stand exactly in the centre of every shot. The grid is a guide, not a rule.

For example, you might deliberately position yourself off-centre if you're demonstrating a movement or leaving space for text overlays.



What about the level indicator?

If your iPhone offers a level indicator, use it to help keep the phone straight. A tilted camera can make the floor, walls and mat appear uneven, even when the movement itself is correct.

Android note

Many Android camera apps offer grid lines, and some provide a level indicator. These options are usually found in the camera settings, but the location varies by manufacturer.



TEST YOUR FRAMING BEFORE YOU RECORD

Before filming your full class, record a 10–15-second test clip. A quick check can save you from discovering a framing problem after recording everything.

1. Test your biggest movement
Perform your widest movement or the exercise that takes up the most space in your frame.

2. Watch it back
Check the following:

- **Everything in frame?** If your hands, feet or body are cropped, move the phone further away.
- **Too much empty space?** Move the phone slightly closer, if you can still capture the full movement.
- **Wrong camera angle?** Adjust the tripod height or position.
- **Composition balanced?** Check your position within the frame and use the grid as a guide.

3. Save your setup
Once you're happy with the framing, take a photo of your phone and tripod setup so you can recreate it next time.

END OF SECTION 3
FRAMING CHECKLIST

BEFORE YOU PRESS RECORD

□ Choose vertical or horizontal framing for the intended platform.

□ Position the tripod on a stable, level surface.

□ Select a suitable lens and camera distance.

□ Check the space above your head and around your body.

□ Test the widest movement you will perform.

□ Check standing, seated and floor-based positions.

□ Check the mat, background and perspective.

□ Record a 10–15 second test clip.

□ Play back the clip before recording the full session.

Next: Let’s cover audio



SECTION 4
CLEAN AUDIO THAT BUILDS TRUST

Good video needs good audio

You can create a beautifully framed video with great lighting, but if your voice is difficult to hear, the whole experience becomes frustrating.

For yoga, Pilates and fitness instructors, audio is especially important because you're often explaining exercises, guiding movement, giving instructions or helping students follow a class.

Your viewers need to hear your words clearly without struggling to understand you over room echo, background noise or wind.

What good audio should sound like

- **Clear and easy to understand**: Every word can be heard.
- **Balanced:** Your voice is louder than distracting background noise.
- **Clean**: No obvious distortion or harsh clipping.
- **Controlled**: Minimal room echo or outdoor wind noise.
- **Consistent**: Your voice remains audible as you move around your mat.

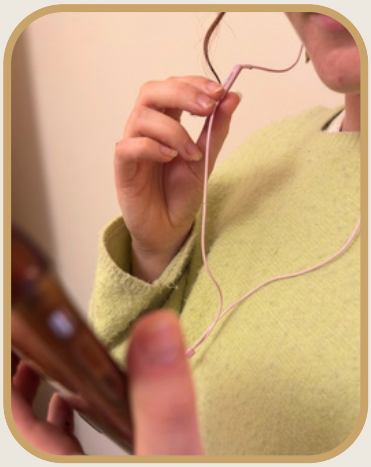
CHOOSING THE RIGHT MICROPHONE

Start with the simplest option that works

Your iPhone's built-in mic or a wired headphones mic can be enough when you're close to the camera and filming in a quiet room.

However, if you're moving further away from the camera or teaching while moving around, a wireless microphone can give you much clearer and more consistent audio.

Your main options:

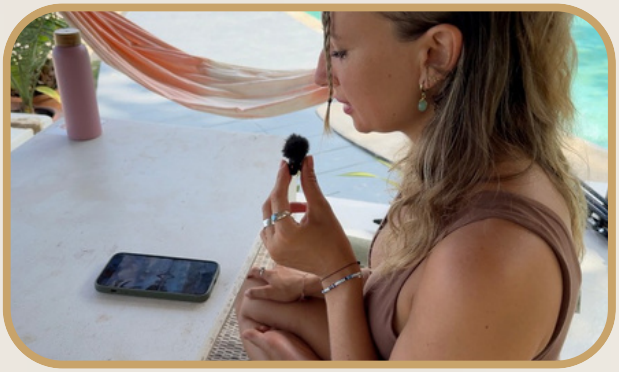


IPHONE BUILT-IN MIC

- ✓ **Simple setup**
- ✓ **No additional equipment**
- ✓ **No mic battery to manage**
- ✓ **Good when you're relatively close to the phone**

HEADPHONES MIC

- ✓ **Affordable and simple**
- ✓ **Closer to your voice**
- ✓ **No mic battery to manage**
- ✓ **Good when you're relatively close to the phone**



WIRELESS MIC

- ✓ **Better when you're further from the camera**
- ✓ **Keeps your voice closer to the mic while you move**
- ✓ **Useful for teaching, movement content**

WHICH MIC SHOULD YOU CHOOSE?

Your content	Mic to try first
Short talking-head video	Built-in, wired or wireless mic
Stationary exercise demonstration	Built-in or wireless mic
Teaching while moving around the mat	Wireless Mic
Full-length online class	Wireless mic or separate voiceover

Choosing a Wireless Microphone

The Two Essentials You Need

Transmitter (TX): The small microphone you clip onto your clothing.



Receiver (RX): The component that plugs into your phone and receives the audio Wirelessly.



What Should You Look For?

- **Phone compatibility:** Check whether the kit connects to USB-C or Lightning, depending on your phone.
- **Ease of use:** Look for a kit that's simple to connect and operate.
- **Battery life:** Make sure it can last through your planned recording sessions.
- **Internal recording:** Some transmitters can record audio internally as a backup if the wireless connection drops.
- **Budget**: Choose a kit that suits your needs. You don't need the most expensive option to get started.

***My setup*:** I currently use the DJI Mic 3. I've included photos of the transmitter and receiver to show you what these components look like in practice.



TWO WAYS TO RECORD YOUR VOICE

There are two simple ways to record your voice. The best option depends on the type of video you're creating.

	Option 1: Record while filming	Option 2: Add a voiceover
How it works	Record your voice and video together.	Film first, then record your voice separately.
Best for	• Teaching a sequence • Demonstrating exercises • Talking while moving • Recording a full class or tutorial	• Instagram Reels, • B-roll • Narrated demonstrations.
Main advantage	Natural delivery, with no audio syncing afterwards.	More control over your narration; re-record sections if needed.
Things to consider	Use a suitable microphone and watch for background noise as you move.	You'll need to align your voiceover with the footage during editing.



A SIMPLE VOICEOVER WORKFLOW

Follow these steps to create a voiceover for your video.

For a typical clip-on Wireless Mic:

1. **Film your footage:** Capture the movements, demonstrations and B-roll clips you need.
2. **Find a quiet space:** Choose somewhere with minimal background noise.
3. **Prepare your key points:** Write a few prompts to help you explain each movement clearly.
4. **Record your voice:** Use your iPhone or a suitable external microphone.
5. **Listen back:** Check your audio and re-record any sections with mistakes or distracting noise.
6. **Add your voiceover:** Import the recording into your editing app and align it with your footage.

***Note**: Some editing apps allow you to record voiceovers directly.*

You don't need to read a script word for word. A few clear prompts can help your explanation sound natural.

My recommendation:

For a complete class, recording your voice live is often simplest.

For short-form content made from several clips, a voiceover gives you more control.

POSITIONING YOUR WIRELESS MICROPHONE

Where should you clip it?

For a typical clip-on wireless microphone:

- **Position it near your mouth:** Start by clipping it to your upper chest.
- **Keep it unobstructed:** Avoid covering the microphone unless it's designed for use beneath clothing.
- **Prevent rubbing:** Keep it clear of hair, jewellery and clothing that could create noise.
- **Avoid direct airflow:** Keep it away from fans or strong air currents.
- **Secure it properly:** Check that the clip or magnetic attachment stays in place before moving.

What if you're demonstrating yoga or Pilates?

A microphone that sounds good while you're standing still may behave differently during floor-based exercises.

Test your microphone using the movements you'll actually teach.

Standing and speaking
Check that your voice is clear and the microphone isn't picking up excessive room sound.

Bending and twisting
Listen for clothing friction, cable noise and changes in voice level.

Floor-based movement
Check whether the microphone gets pressed against the mat or clothing, and whether your voice remains clear.

REDUCE ECHO & OUTDOOR WIND

Your environment affects your audio
Even a good microphone can struggle if you're recording in a difficult environment.

INDOORS

Large, empty rooms can create echo and reverb.
Soft furnishings can help absorb some of that sound.
Try clapping in the room and listen for a fluttering sound.

Try filming in a space with:

- Curtains
- Rugs
- Sofas
- Cushions
- Other soft furnishings



You don't need to redesign your room.
Just avoid the most echoey space you have if possible.

OUTDOORS

Wind can quickly ruin otherwise good audio.

If you're filming outside, try to position yourself somewhere sheltered from strong wind and use the wind protection (known as a deadcat) supplied with your microphone if available.



COMMON AUDIO PROBLEMS AND HOW TO FIX THEM

Use this as a quick reference when something doesn't sound right.

Problem	What to check
Your voice sounds distant	Move the microphone closer to your mouth, or consider a suitable external mic.
Your voice sounds hollow or echoey	Try a less reverberant room and add soft furnishings where practical.
You hear wind rumbling outside	Move to a sheltered location and use suitable wind protection.
You hear rustling or scratching	Reposition the microphone and check for contact with clothing, hair or jewellery.
Your voice sounds distorted	Check the recording level, microphone gain and whether the signal is clipping.
Your voice is very quiet	Check microphone placement, input selection, mute status and recording levels.

A quick test can prevent you from discovering an audio problem after you've recorded an entire class.

Before every session, record 10–15 seconds using the same setup you intend to use for the full video.

During the test:

- Speak at your normal teaching volume.
- Demonstrate a movement that changes your body position.
- Listen for echo, background noise and clothing friction.
- Check that the microphone is actually recording.
- If you're using a wireless system, check the battery and connection.
- Listen through headphones rather than relying only on the phone speaker.

END OF SECTION 4 - AUDIO CHECKLIST

BEFORE YOU START FILMING:

□ Choose the iPhone mic, wired mic, wireless mic or voiceover workflow.
□ Check the room for echo and background noise.
□ Position the microphone correctly and check for clothing friction.
□ If outdoors, use suitable wind protection.
□ Check the microphone connection, input selection and mute status.
□ Check batteries and recording levels where available.
□ Record a 10–15 second test using your intended movements.
□ Listen back through headphones.
□ Confirm that your voice is clear and free from obvious distortion.

Next is section 5: Filming solo with confidence

SECTION 5
FILM SOLO WITH CONFIDENCE

You don't need a camera operator or a professional filming team to create useful, professional-looking content for your yoga, Pilates or fitness business.

With a stable phone setup, suitable lighting, clear audio and a simple filming process, you can create videos yourself

The key is to have a simple process you can repeat every time you film.

Your solo-filming workflow

1. Decide what you're filming and how you'll use it.
2. Set up your iPhone and choose your camera.
3. Position your tripod and check the framing.
4. Set your lighting and microphone.
5. Record a short test.
6. Check the footage and make any adjustments.
7. Film your content, then review the results.

Once you have a process that works, you can repeat it for future videos without starting from scratch.

Remember: Your first few attempts might take longer. The goal isn't to get everything perfect immediately; it's to build a reliable setup that makes filming easier over time.

FRONT-FACING OR REAR-FACING CAMERA?

Your iPhone gives you two main options when filming yourself.

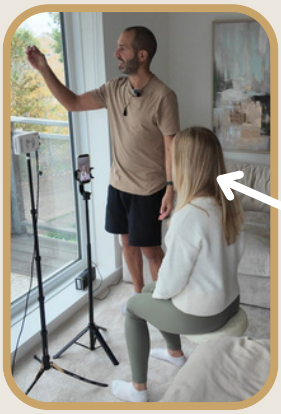
1. FRONT-FACING CAMERA - EASIER SOLO FILMING

The front camera makes solo filming easier because you can see yourself on the screen while you're recording.

This is useful when:

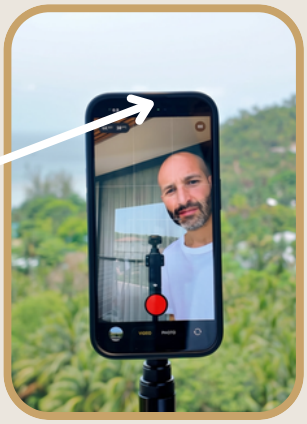
- You're talking directly to camera
- You're creating a quick social media video
- You want to check your position while filming
- You don't need a lot of control over your lens or framing

The trade-off: the front-facing camera generally gives you fewer lens options and less flexibility than the rear camera.



PRO TIP

Look at the lens, not the screen & keep the phone around head height.



2. REAR-FACING CAMERA - MORE CONTROL

The rear camera gives you more flexibility and control, particularly on iPhones with multiple lenses.

You may be able to choose between different lenses depending on your iPhone model, giving you more options for framing your shot.

It's a good choice when:

- Image quality is a priority
- You're filming full-body movement
- You want more control over your lens
- Your iPhone has multiple rear cameras

The **trade-off:** you can't see yourself on the screen while you're recording.

See your framing without looking at the phone

Apple Watch: Open the Camera Remote app on your watch to see a live preview and start or stop recording from your mat. Set your iPhone to Video mode first.

Mirror: Stand a mirror beside the tripod, angled at your mat. If you can see your whole body, the camera should see you too, roughly.

Test Clip: If you don't have either, record a short test and check it. This is the routine from Section 3.



WHICH SHOULD YOU USE?

Type of video	Recommended starting point
Talking directly to camera	Front-facing
Quick Instagram Reel	Front-facing
Full-body yoga or Pilates sequence	Rear-facing
Exercise demonstration where detail matters	Rear-facing
Longer class where consistency matters	Rear-facing, after testing the setup

These are recommendations rather than rules. Your phone model, recording app and intended result all matter.

If you choose the rear camera, take a little more time to test the framing before recording. That's a worthwhile trade-off if it helps you achieve the result you want.



MAKE SOLO FILMING LESS STRESSFUL

Filming yourself can feel awkward at first, especially when you're used to teaching people in person rather than addressing a camera.

The solution isn't to wait until you feel completely confident. It's to create a process that allows you to practise without making every recording a big event.

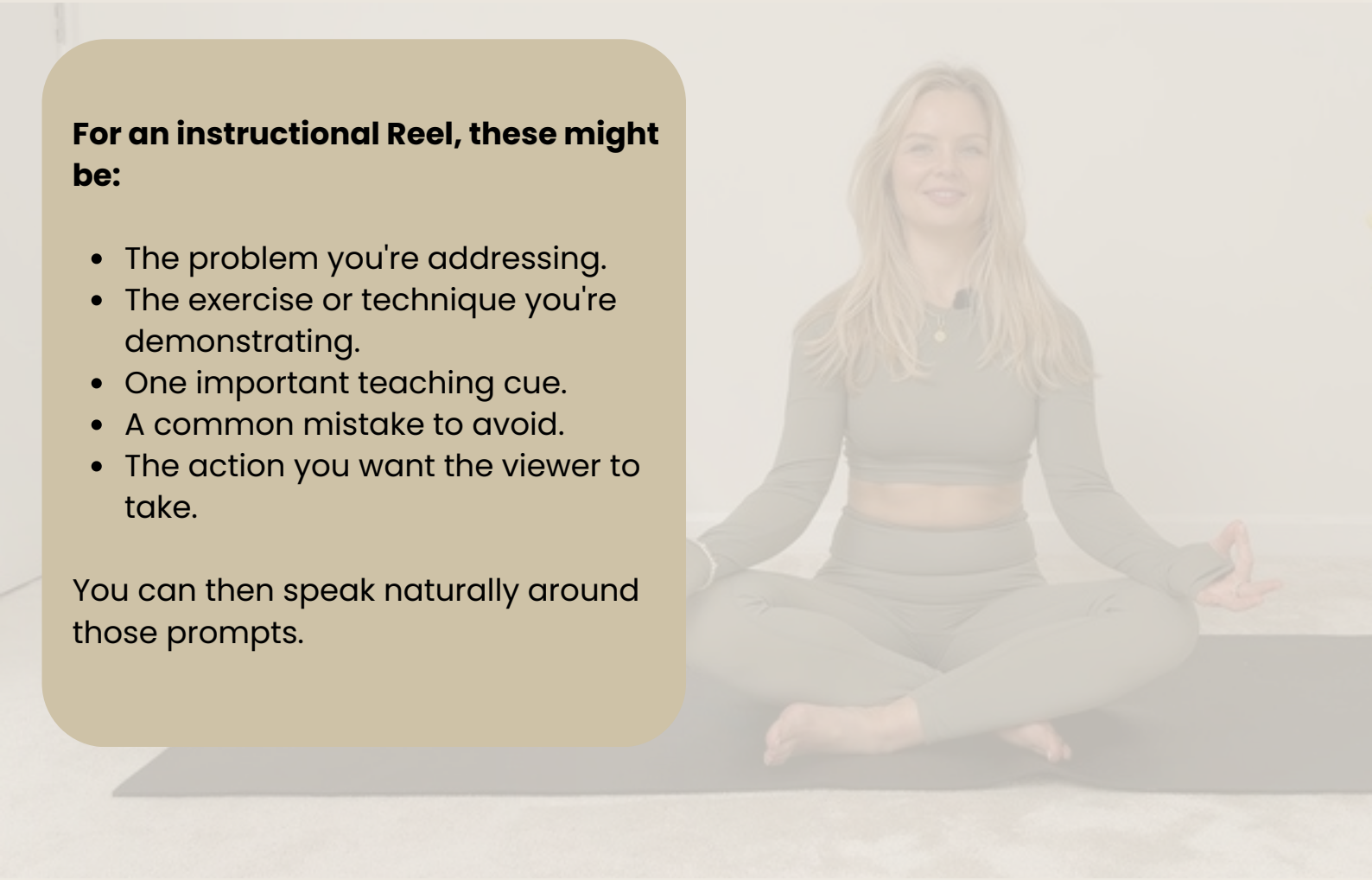
Prepare your content before filming

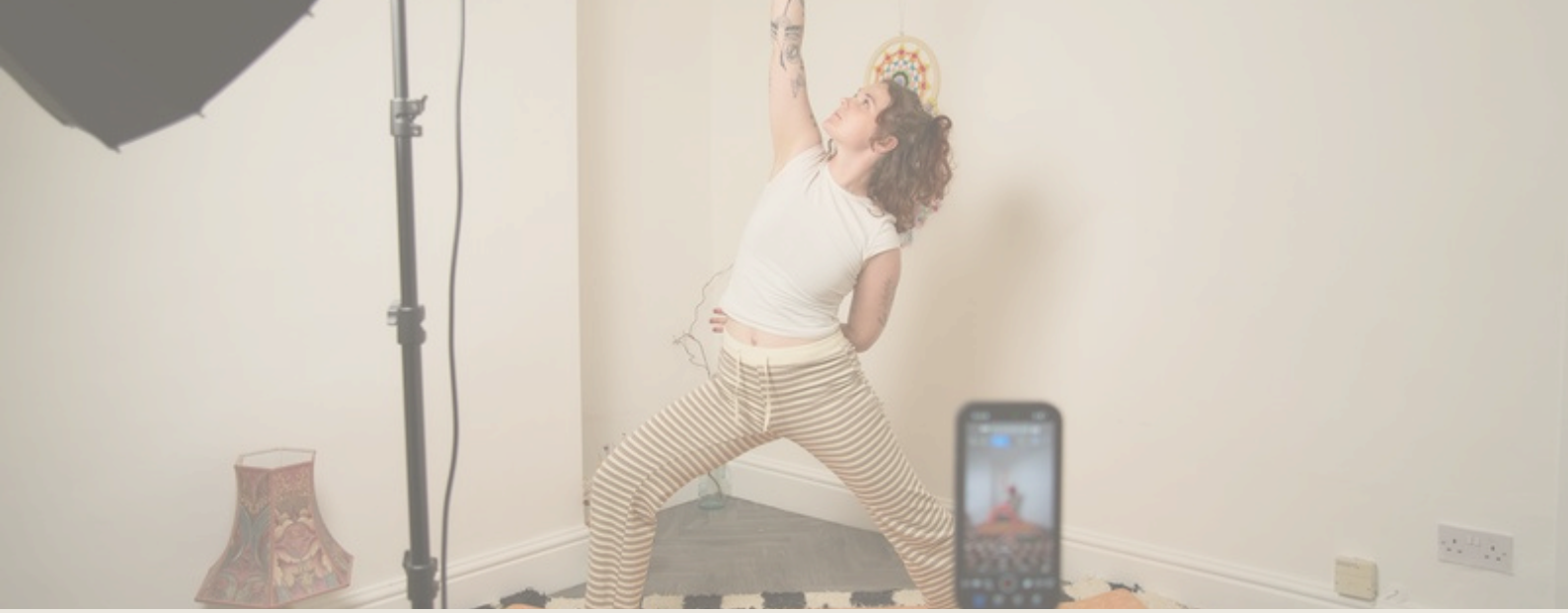
Instead of trying to remember everything while the camera is running, write down three to five anchor points.

For an instructional Reel, these might be:

- The problem you're addressing.
- The exercise or technique you're demonstrating.
- One important teaching cue.
- A common mistake to avoid.
- The action you want the viewer to take.

You can then speak naturally around those prompts.





Film in batches when it makes sense

If your lighting and camera setup are already working, record several related videos in the same session.

For example, a Pilates instructor could record three exercise demonstrations while the phone is already positioned and the microphone is ready.

Give yourself permission to keep it simple

You don't need to create a cinematic production every time you post.
A clear explanation, useful demonstration, stable camera and good audio are often more valuable than elaborate transitions or a complicated filming setup.

Your goal is to make content that helps your audience understand what you teach and why it matters.

PRO TIP
Take 2 or 3 is often the best one. Don't judge take 1

SECTION 6
QUICK AND SIMPLE VIDEO EDITING

You don't need professional editing software or hours of editing to create useful video content.

The goal of editing is simple: remove unwanted footage, arrange your clips, make small picture adjustments and export your finished video.

For yoga, Pilates and fitness instructors, that means making sure viewers can follow the movement, hear your instructions and understand the main teaching points.

In this section, you'll learn how to:

- Trim footage and arrange clips into a clear sequence.
- Make simple brightness and colour adjustments.
- Crop and reframe your video when needed.
- Choose suitable export settings for your content.

You can apply these principles in whichever editing app you use. I'll use the iPhone Photos app and Instagram's Edits app as examples, but many of the same techniques apply to other editing apps.

YOUR SIMPLE EDITING OVERVIEW

1. Trim
Remove unwanted beginnings, endings, mistakes and long pauses.

2. Arrange
Put your clips in the right order and remove sections that don't add value.

3. Colour, brightness and framing
Check colour, brightness, framing, audio and captions where appropriate.

4. Export
Save the finished video in a suitable format and check the exported file.

You can do simple trims directly in the iPhone Photos app. For videos involving multiple clips, text, captions or music, a dedicated editing app such as Instagram's Edits can provide a more complete workflow.

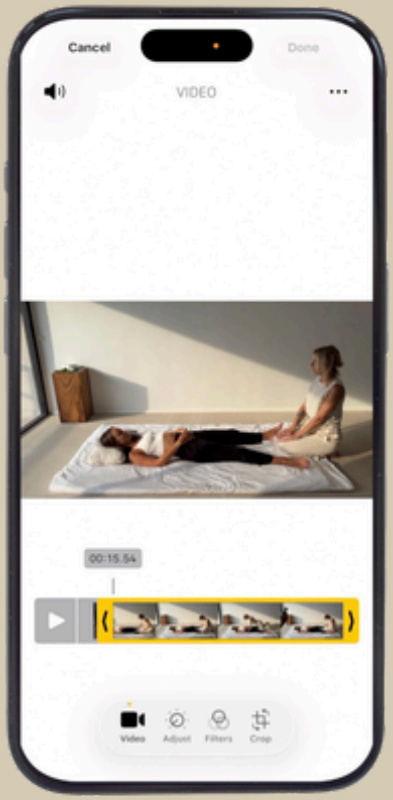
The principle: Learn a small set of useful editing skills and repeat them. You don't need to use every effect or transition available.

TRIM YOUR FOOTAGE

Step 1 - Remove the unnecessary footage

After recording, trim away anything you don't need.

You can make basic trims in the iPhone Photos app or use a dedicated editing app, such as Instagram's free Edits app, for more flexibility.



Start by removing:

- The few seconds before you start
- The few seconds after you finish
- Mistakes or unwanted sections
- Long pauses
- Anything that doesn't add value

Keep enough context

Don't cut so tightly that the video feels rushed or the instruction becomes confusing.

Step 2 - Save and review

In Photos, use Save Video as New Clip if that option is available, so you retain the original recording.

Editing apps work differently, so check how your app saves changes before making edits.

Finally, watch your trimmed video from beginning to end. Make sure the opening feels intentional and the ending doesn't cut off your final movement or sentence.

ARRANGE CLIPS INTO A CLEAR SEQUENCE

For Reels and instructional videos, you may want to combine several separate clips into one finished video.

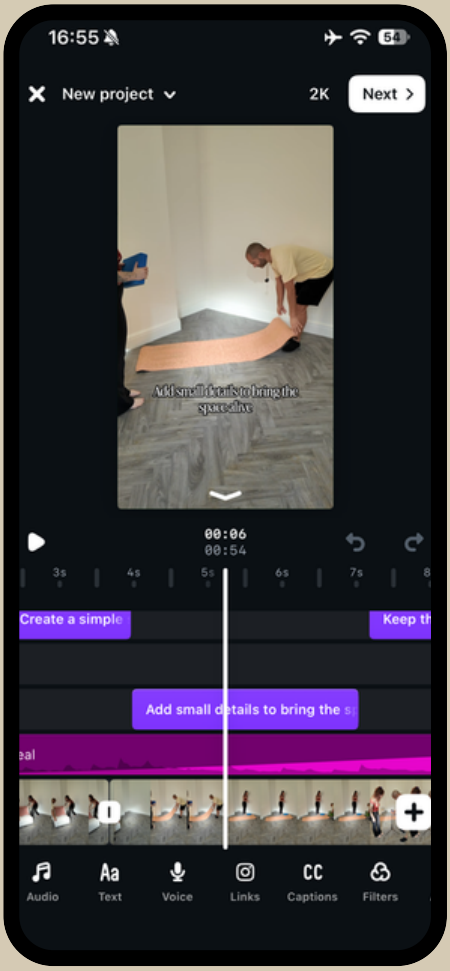
Unlike basic trimming in the iPhone Photos app, joining and arranging multiple clips requires a video editing app.

For example, a Pilates instructor might record:

1. Introduction - explain the exercise.
2. Starting position - show how to set up.
3. Demonstration - film the movement.
4. Close-up - highlight an important detail.
5. Final tip - explain a common mistake.

Arrange your clips in a logical order to create one clear, easy-to-follow video.

Instagram's free Edits app (p.78) is one option for this.



HOW TO BUILD A SIMPLE SEQUENCE

1. Start with the main message.
Decide what the viewer needs to understand and arrange the clips in an order that supports that message.

2. Remove repetition.
If two clips show the same thing, keep the stronger one unless the second adds useful information.

3. Keep transitions simple.
Straight cuts between clips are often all you need. Avoid unnecessary effects that distract from the movement or instruction.

4. Think about continuity
Aim to make your clips feel as though they belong together.

Look out for noticeable changes in:

- **Lighting and exposure**
- **Camera angle and framing**
- **Clothing or mat position**

These differences can be distracting when they change abruptly between shots.

When filming several clips in one session, try keeping your phone and lighting in consistent positions can make editing easier.

SIMPLE COLOUR ADJUSTMENTS

You can make simple adjustments to your footage using your phone's built-in editing tools or a dedicated editing app.

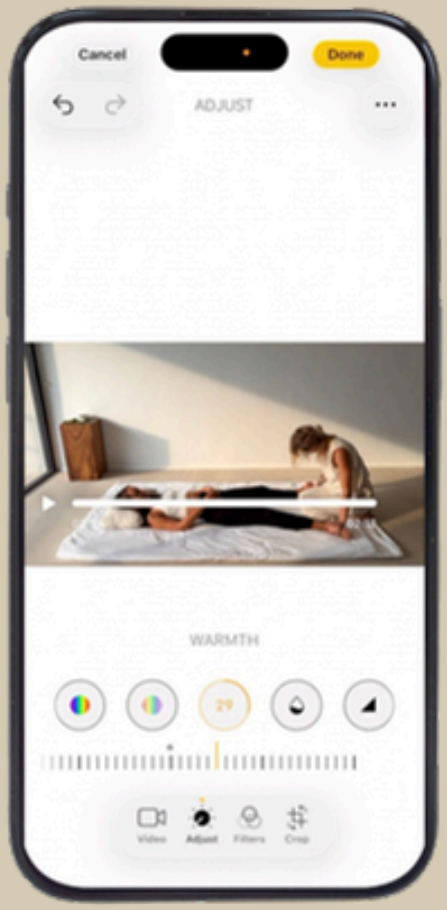
Depending on your footage, you may want to adjust:

- Exposure / Brightness
- Highlights and Shadows
- Contrast
- Colour and warmth

Keep it subtle

If your footage already looks good, you don't need to dramatically change it.

The aim is simply to correct the image rather than completely transform it.



What do the main adjustments do?

Adjustment	What it changes
Exposure / brightness	Makes the image appear lighter or darker.
Highlights	Controls the brightest parts of the image.
Shadows	Makes darker areas lighter or darker.
Contrast	Changes the difference between light and dark areas.
White balance / warmth	Makes the video appear warmer or cooler.
Colour / saturation	Adjusts the intensity of colours.

Avoid over-editing

If your footage already looks good, leave it alone.

- Increasing brightness too much can reveal image noise.
- Raising shadows excessively can make the image look flat.
- Too much saturation can make skin tones and clothing look unnatural.

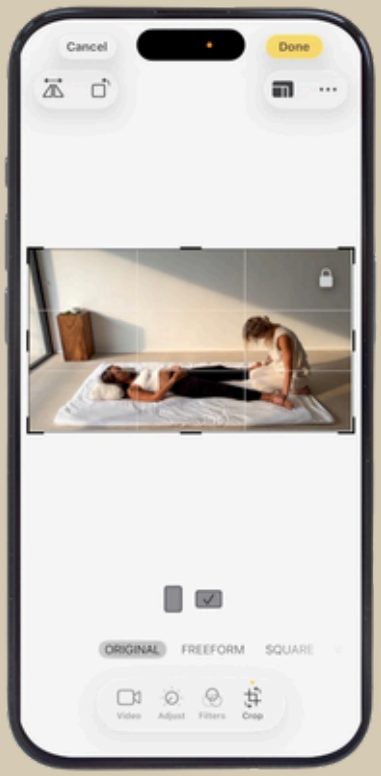
Editing also can't fully recover detail lost through severely underexposed footage or clipped highlights.

CROP & REFRAME WHEN NEEDED

When should you crop?

Sometimes your original footage isn't framed exactly how you want it.

You can use the crop tool to make small adjustments.



For example, you might:

- Remove distracting objects near the edge of the frame.
- Make an instructor more prominent in the shot.
- Adapt landscape footage for a vertical layout.
- Improve the composition of a talking-head video.
- Focus attention on a specific part of an exercise.

Crop with care

Cropping removes part of the original image. If you crop too tightly, you might lose a hand, foot or important part of the movement.

Recording in 4K gives you more flexibility to crop when exporting at 1080p, provided the crop doesn't remove too much of the original image.

If you crop too much your footage can look pixelated.

MEET INSTAGRAM'S EDITS APP

If you create content for Instagram, Edits is one option for editing videos directly on your iPhone.

This free app from Instagram includes tools to help you:

- Trim and arrange clips
- Add captions and text
- Make basic video adjustments
- Add music and voiceovers

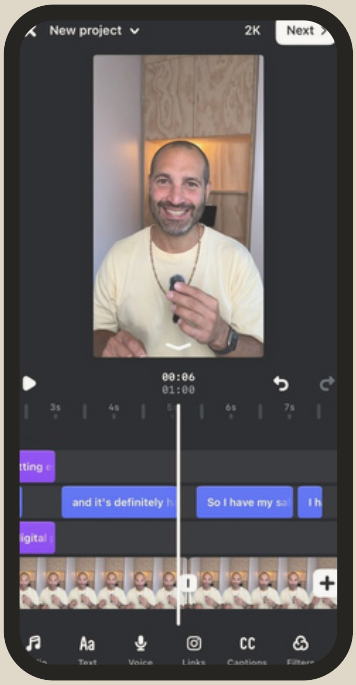
You don't need to use lots of different editing apps to get started. Choose one simple editing workflow that works for you and stick with it.

MY 3 FAVOURITE TOOLS:

- **Captions**: add subtitles to talking-head videos.
- **Music and audio**: add tracks straight from Instagram.
- **Voiceovers**: record them directly onto your timeline.

Quick tip: Explore the tools you find most useful. You don't need to use every feature to create effective content.

EDITS APP INTERFACE



Want to follow along? See A Simple Editing Workflow Using Instagram Edits on p.81

LEVEL UP

FRAME RATE: 25, 30 OR 60 FPS?

How you filmed	Timeline / editing settings	Recommended export	Result
25 fps	25 fps timeline	25 fps	Standard-speed footage with smooth, natural movement.
30 fps	30 fps timeline	30 fps	Standard-speed footage with smooth, natural movement.
60 fps	30 fps timeline	30 fps	Can be slowed to 50% speed for smooth slow motion.

Keep it simple

For most instructional videos, edit and export at the same frame rate you filmed in.

- Filmed at 25 fps? Use a 25 fps timeline and export at 25 fps.
- Filmed at 30 fps? Use a 30 fps timeline and export at 30 fps.
- Filmed at 60 fps? On a 30 fps timeline, you can slow the footage to 50% speed for smooth slow motion.

EXPORT SETTINGS: SAVE YOUR VIDEO AT THE RIGHT QUALITY

Exporting means creating the finished video file from your edited project. Depending on your editing app, you may be able to choose the resolution, frame rate and compression quality.

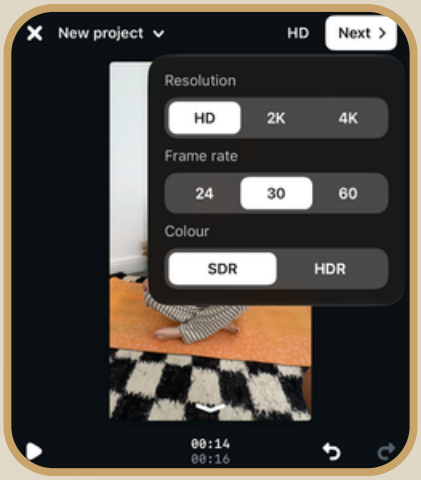
The best settings depend on where you'll publish your video and how much detail you need.

Resolution: 4K or 1080p?

Export resolution	When it makes sense
1080p (Full HD)	Suitable for most social media videos and online teaching content. Files are generally smaller.
4K	Useful when you need more detail, want to crop into your footage, or need a high-resolution master for future use.

Keep it simple

For most phone-based viewing, 1080p is a practical choice. A 4K export can preserve more detail, but it generally creates a larger file and may take longer to export or upload.



A SIMPLE EDITING WORKFLOW USING INSTAGRAM EDITS

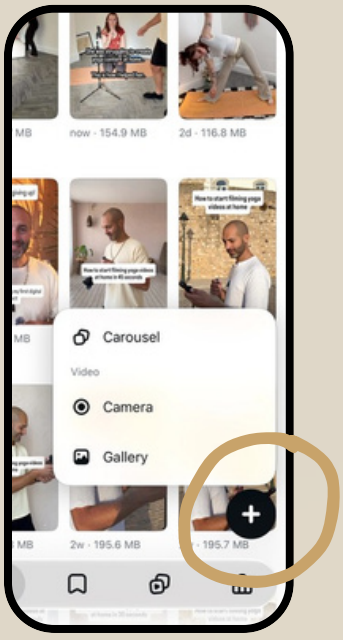
Once you've recorded your footage, the next step is turning it into a finished video.

Here's a straightforward workflow to get you started.

1. IMPORTING AND ORGANISING YOUR FOOTAGE

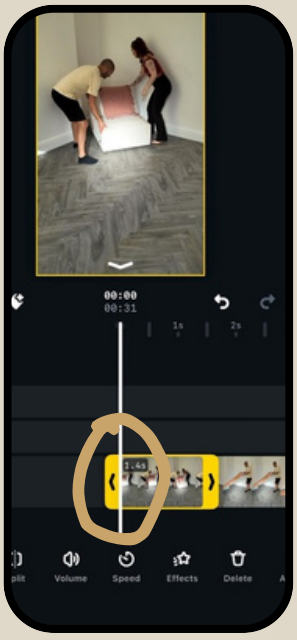
1. Import footage

Open the Edits app and start a new project. Select clips from your camera roll.



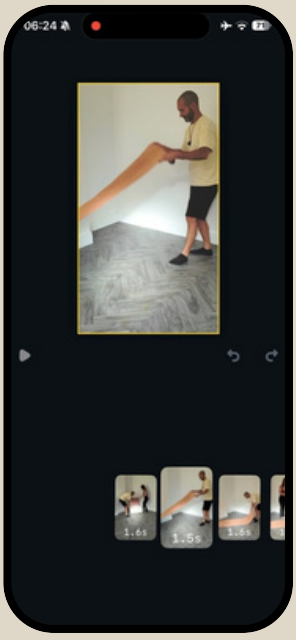
2. Trim clips

Remove unwanted sections by holding and dragging the yellow bar.



3. Rearrange clips

Press and hold a clip, then drag it left or right to change the order.



4. Review your sequence

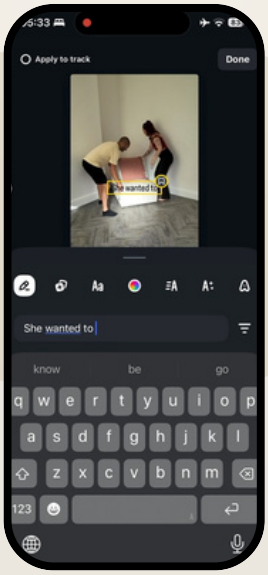
Check the flow of your video.

2. ADDING TEXT AND CAPTIONS

Add text and subtitles to make your videos easier to follow and understand.

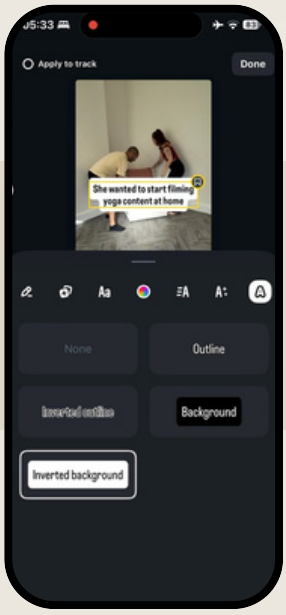
1. Add text

Use the text tool to introduce your video, highlight important information or add a short message.



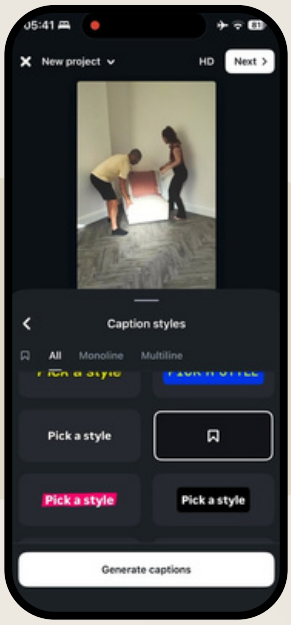
2. Edit and position text

Tap the text to edit its wording or settings. Press and hold it on screen to drag it into your preferred position.



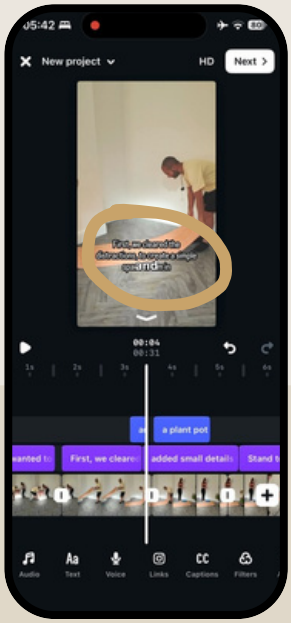
3. Generate captions

Use the captions feature to automatically generate subtitles from your spoken audio. Review them for any transcription errors.



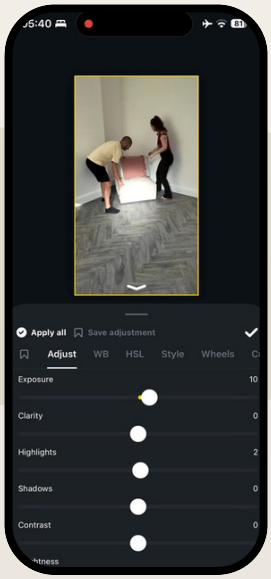
4. Check text positioning

Make sure your text doesn't overlap with your subtitles. Reposition either element so both remain clear and easy to read.



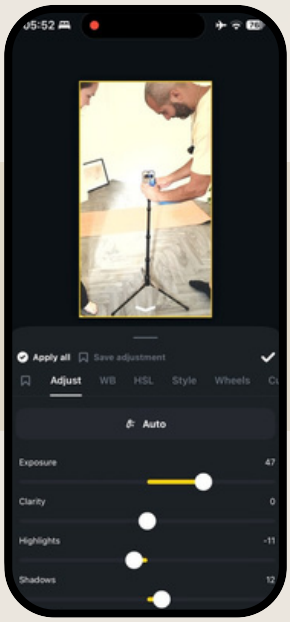
3. ADJUSTING BRIGHTNESS, COLOUR AND FILTERS

Make subtle adjustments to improve your footage while keeping colours and skin tones looking natural.



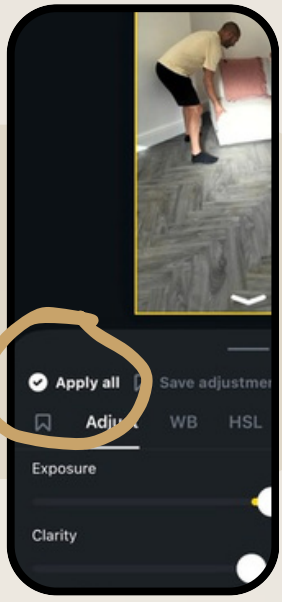
1. Adjust brightness and colour

Use the adjustment tools to make small changes to brightness, contrast and colour.



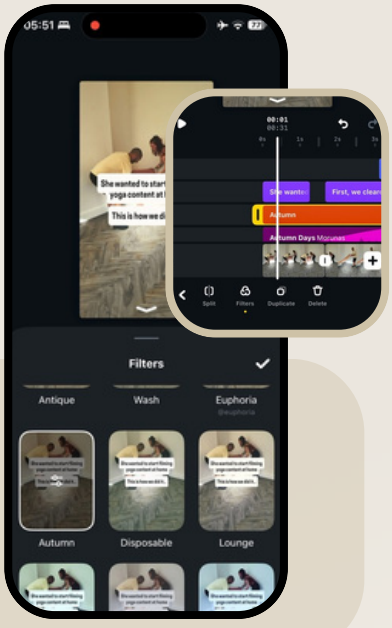
2. Keep adjustments natural

Avoid pushing brightness or saturation too far. Overexposed footage can lose detail, so aim for a balanced, natural result.



3. Apply adjustments to all clips

Tap Apply all to add your adjustments to every clip and keep them consistent across your video. Then review each clip, especially if the lighting changes.

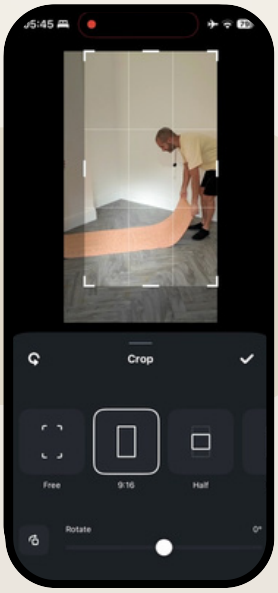


4. Add and adjust filters

Experiment with filters and reduce their intensity for a more subtle look. Position the filter on your timeline so it doesn't interfere with your text or captions.

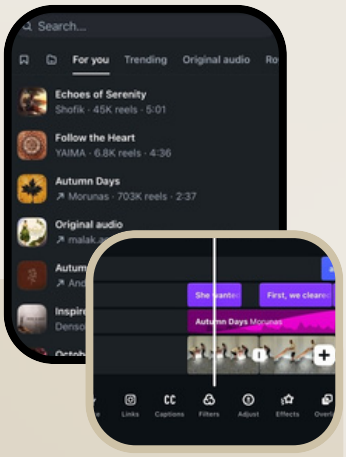
4. CROPPING, MUSIC AND EXPORTING YOUR VIDEO

Make your final framing adjustments, review your edit and export your finished video.



1. Crop and reframe

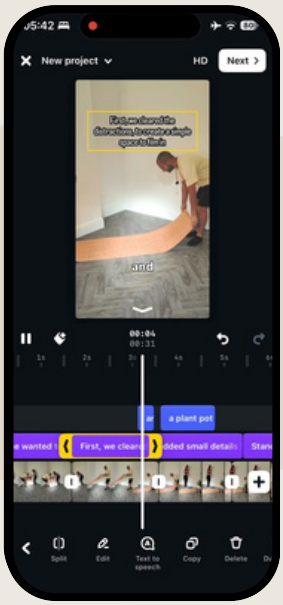
Adjust your framing, zoom in slightly or reposition your subject where needed.



2. Add music or audio

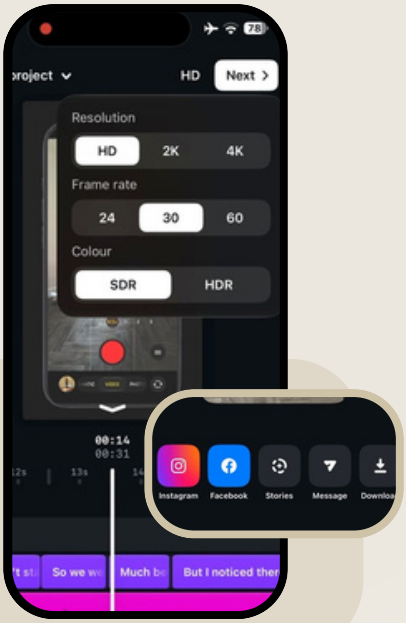
You can add music directly from Instagram's music library in Edits. Explore trending tracks and choose music that complements your video.

Quick Tip: If you're speaking in your video, lower or fade the background music volume so your voice remains clear.



3. Review your video

Watch your video from beginning to end. Check the framing, lighting, captions, text positioning, audio levels and transitions.



4. Export your video

Export your finished video and save it to your camera roll, or export it directly to Instagram to share your video.

END OF SECTION 6
YOUR EDITING AND EXPORTING CHECKLIST

□ Trim unwanted beginnings, endings and pauses.

□ Arrange clips in a clear, logical sequence.

□ Check that the movement and instructions make sense.

□ Make subtle brightness and colour adjustments if needed.

□ Crop/reframe if necessary

□ Check captions, spelling and on-screen text.

□ Balance speech and music, and check music usage rights.

□ Choose a suitable resolution and frame rate.

□ Export the video and confirm it has saved successfully.

□ Watch the exported video from beginning to end. Check the picture, captions, audio and ending before publishing.

Remember: Simple editing is better than never publishing.

QUICK FILMING GUIDE OVERVIEW

Use this every time you film.

Before pressing record, run through these checks to make sure your space, equipment and settings are ready. Use this guide for talking-head videos, tutorials and full-body demonstrations.

1. Prepare your space

Clear distractions, tidy your background, and ensure you have enough room to move freely across your entire mat.



2. Set up your iPhone

- **Lens:** Wipe away fingerprints and smudges.
- **Tripod.** Make sure your phone is secure and stable.
- **Framing.** Make sure your full body is in shot if you're demonstrating exercises.
- **Choose your resolution.** Use 4K for greater flexibility when cropping or 1080p to reduce file sizes and save storage space.
- **Check your frame rate.** Check that your chosen frame rate is set.
- **Storage and battery.** Ensure you have enough free space and charge for the planned recording.
- **Minimise interruptions.** Turn on Do Not Disturb Mode or Airplane Mode.



3. Check your lighting

- **Check your face and body.** Make sure you're clearly visible and that the image isn't too dark or overly bright.
- **Look for harsh shadows.** Watch for strong sunlight, bright patches or a window behind you that leaves you too dark.
- **Check your light source.** With natural light, watch for changing sunlight. With an LED, check its position, brightness and modifier.



4. Check your audio

- **Choose your microphone.** Decide whether your iPhone's built-in mic is sufficient or whether you need an external mic.
- **Check the connection.** If you're using an external or wireless mic, make sure it's connected, selected correctly and has enough battery.
- **Listen for unwanted noise.** Record a short test and listen for background conversations, traffic, echo or clothing noise.

5. Record a test clip

- **Record 10–15 seconds.** Include speech and your widest movement.
- **Review the video.** Check framing, focus, exposure and lighting. Make sure you stay in frame as you move.
- **Review the sound.** Listen back to make sure your voice is clear and at a suitable volume.



6. Press record

Once everything looks and sounds right, clear your mind, step onto the mat, and start filming.

THE 2-MINUTE FILMING CHECKLIST

Before You Press Record

□ Background is tidy and space is ready.

□ Camera lens is clean and phone is secure.

□ Framing captures the movement you need.

□ Resolution and frame rate are set.

□ Lighting and exposure look right.

□ Microphone is connected and audio sounds clear.

□ Do Not Disturb is on.

□ Enough storage space and battery remain.

□ 10–15-second test clip has been recorded and checked.

YOU'RE READY TO START FILMING

Thank you for purchasing this guide. I hope it has given you the confidence to start creating better video content using the smartphone you already own.

Remember, you don't need an expensive setup to get started. Focus on the fundamentals: good lighting, thoughtful framing, clear audio and consistent practice.

Don't worry about getting everything perfect on your first attempt. Start small, experiment with what you've learned, and build your confidence with every video you create.

Now it's time to put it into practice.

Andrew.



WANT TO SEE IT IN ACTION?

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You've now got the framework for creating your own iPhone videos.

If you'd rather watch the process and see the setups demonstrated live, the video course takes you through everything step by step.



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- ✓ How to set up your iPhone for filming
- ✓ How to use natural and studio lighting
- ✓ How to frame full-body movement
- ✓ How to get clear, clean audio
- ✓ How to film yourself confidently
- ✓ How to edit your videos simply on your iPhone

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