

# Studio on a Stick

How to Create  
a Portable  
Rock Solid  
High Quality  
Video Studio  
For About \$100



by Steven Washer



# Studio on a Stick

This little ebook is about creating a kind of video quality you can be proud of, brag about, refer people to and sell with.

It's about being able to do it on-demand with the same quality you'd see out of a greenscreen studio, but at a tiny fraction of the cost.

The reason for this is that every element of this kit has been thought out and put together with the idea of sturdiness, flexibility, reliability and high quality. All you need to add is your camera phone and your expertise.

Follow these suggestions to the letter and you'll be rewarded not only with high quality output, but perhaps more importantly, a smooth and easy experience, which will only encourage more experimentation and more success.

Enjoy!

A handwritten signature in black ink, appearing to read "Steve". The signature is fluid and cursive, with a large, sweeping initial "S" and a trailing flourish.

# The Stand

## Impact Air-Cushioned Light Stand



**\$33 at B&H**

Tripods are great, but the inexpensive options only go up to 5', which is much too short, and the expensive ones are too heavy. This one is not only light, it's incredibly flexible. You can take it outdoors, raise it up to 9 feet, or lower it to less than 3 feet. Most of the time it will be near 6 feet, which lets the shadows fall down and away.

But it's got to be this one, because of what's coming next...

# Camera Holder Swivel Mount

## Photoflex Heavy Duty Swivel Mount



**\$34 at B&H**

This item begins to transform your light stand into a tripod. It allows you to swivel the camera up and down, which lets you get the composition just the way you want it, then you can leave it like that pretty much permanently.

Now the studio is starting to come into focus.

This next item completes the transformation of the light stand into a better-than-full-blown tripod.

# Phone Tripod Mount

## Ailun Phone Holder

Adapts to any phone, from iPhone 6 - X; to Galaxy S7 - S9, Edge and More

This item completes the transformation of your light stand to a tripod, because it does 2 things better than I've ever seen any other holder for a phone camera do.

It keeps it totally secure with the screw-in clamp and at the same time adjusts from landscape to portrait or anything in between.

It's the most solid support I've ever seen for a phone camera and the only one you need.



**\$6 at Amazon**

# The Microphone



## **Aputure A.lav ez Lavalier Microphone for Smart Phones**

\$22 on [Amazon](#)

This is an AMAZINGLY good mic for such a small price. The sound is actually better than the specifications. And if you have one of the iPhones with the lightning connector instead of the 3.5mm jack, you can use the adapter that comes with the iPhone and it still works perfectly right out of the box.

The cord is long enough to give you those all important 5 feet from the lens, so you're truly set now. Just one more item on the list...

# The Software



\$14.99 at the App Store and Google Play

Filmic Pro works for both the iPhone and the Galaxy, but it's essential, as it allows you to get higher quality footage than the iPhone is set up to shoot. You simply move the focus and exposure reticules into place, then hit record. Everything works properly. You don't usually need to make any adjustments.

This is autofocus at its best! From now on, you can use this as your default video camera instead of the native camera application. It's that easy to use.

# Summary

Start with the light stand. Add the adapter. Attach the phone holder to it.

Choose the selfie camera.

Activate Filmic Pro and push the exposure and focus reticules to where your face will be.

Slide your phone into the holder, power button up.

Slide the tripod up until the lens is just above eye level.

Tilt down until your head is properly framed.

Step back 4 or 5 feet or until you are being framed from the waist up.

Make sure you've got nice soft light around you and that your background isn't too distracting. Turn around until you like how the shadows are falling on your face.

Clean up the background until nothing jumps out at you.

Hit record.

Repeat until you have too many clients. Then stop. :)

I hope you enjoy Studio on a Stick!

