

How to Shoot a Professional Video with High-Quality Audio Using a Mobile Phone

For LinkedIn • Instagram • Business Websites

Purpose of This Guide

This instruction handbook by **Vision Kraft** is created to help professionals, founders, and business leaders record **clear, credible, and brand-ready videos** using only a **smartphone**—without a studio, camera crew, or complex equipment.

In today's digital-first world, **video is trust at scale**. Let's ensure yours looks and sounds professional.

1 Define the Video Objective (Before You Record)

Clarity of intent ensures clarity on screen.

Ask yourself:

- Where will this video be published?
- What role does it play in your brand?

Platform cues

- **LinkedIn** → Thought leadership, professional clarity
- **Instagram (Business)** → Short, confident, conversational
- **Website** → Timeless, authoritative, polished

 *One well-shot video can be repurposed across platforms.*

2 Choose the Right Location

Your environment affects both **visual quality** and **audio clarity**.





Mid-tier Setup

Ideal locations

- Quiet room with soft furnishings
- Office cabin or home workspace

- Minimal echo and background noise

Avoid

- Roads, fans, AC vents
- Large empty rooms (echo)
- Visually cluttered spaces

3 Lighting Setup (Visual Credibility)

Good lighting instantly elevates perceived professionalism.



**Facing Window
Directly**



**Facing Window
at 45 degree angle**






**Window Directly
To One Side**



Best practice

- Face a **window** or soft light source
- Light should fall evenly on the face
- Shoot in morning or late afternoon

-  Avoid overhead tube lights
-  Avoid backlighting
-  Avoid harsh shadows

4 Mobile Phone Setup

Your phone is your camera—use it deliberately.



Horizontal Video

(Landscape - wider than it is tall.)



Vertical Video

(Portrait - Taller than it is wide.)





Camera settings

- Rear camera (preferred)
- Resolution: 1080p or 4K
- Frame rate: 30fps
- Clean the lens

Orientation

- **Vertical** → LinkedIn & Instagram
- **Horizontal** → Website / YouTube

📐 Frame from mid-chest to head

👁️ Eyes slightly above centre frame

5 Audio Quality (More Important Than Video)

Audiences forgive average visuals—but not poor audio.







Best options

- Wired lapel (lavalier) mic
- Wireless clip-on mic
- Quiet room + phone placed close

Audio tips

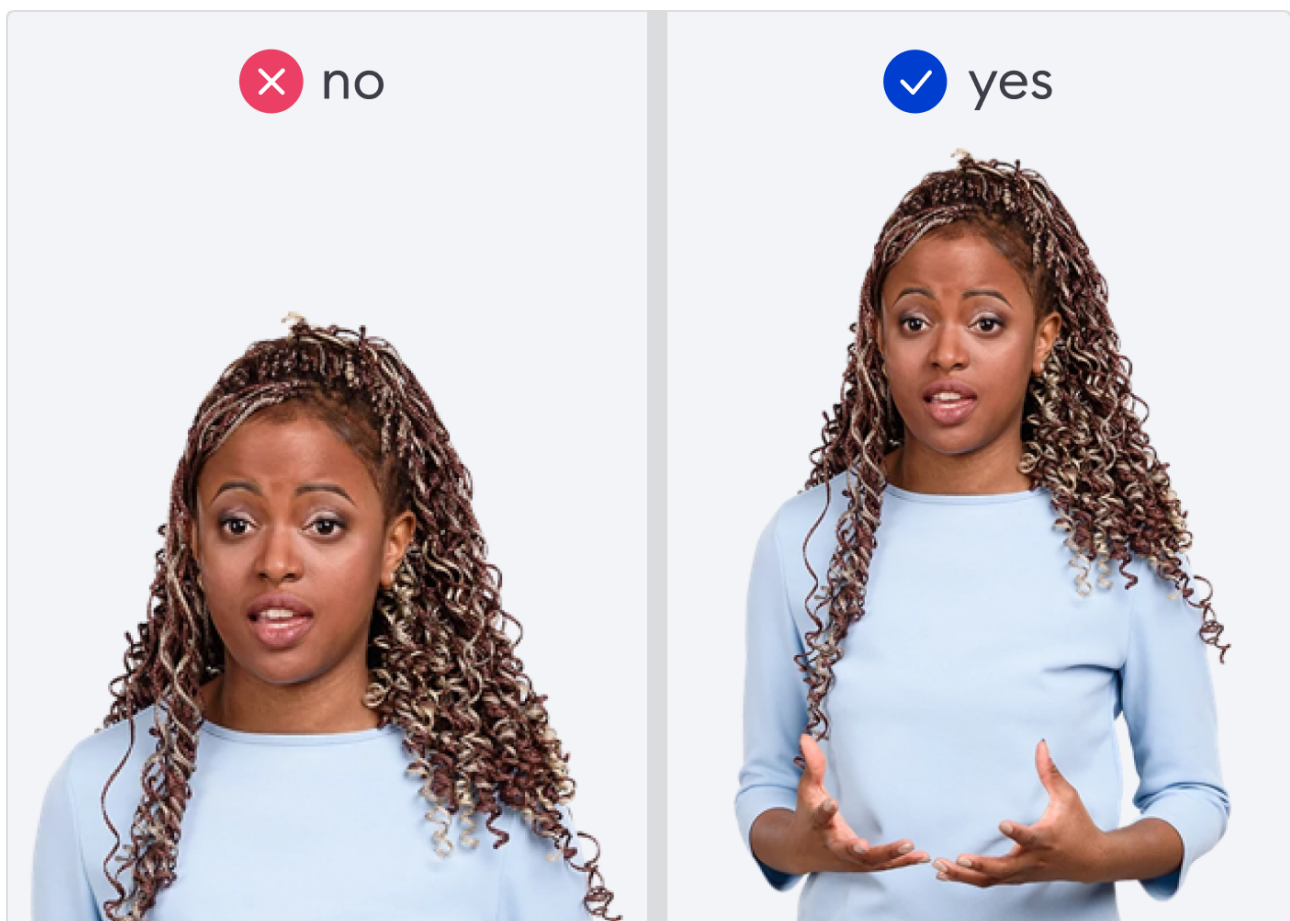
- Clip mic 6-8 inches below chin
- Switch off fans / notifications
- Record a 10-second test clip

🚫 Do not rely on room echo

🚫 Avoid phone too far away

6 Camera Angle & Body Language

How you sit or stand affects authority.





Correct setup

- Camera at eye level
- Straight spine, relaxed shoulders
- Slight forward lean (engagement)

Avoid

- Camera below chin
- Slouching
- Excessive hand movement

7 What to Wear (On-Camera Ready)

Your clothing should support—not distract.



A photograph of three mannequins dressed in suits, standing in a row against a wooden slatted background. The suits are dark blue or navy. The mannequin in the center is wearing a red tie with a small pattern. The mannequin on the right is wearing a white shirt and a dark tie. The text 'On-Camera Attire: Do's & Don'ts' is overlaid in white, with 'Do's & Don'ts' in a larger font.

On-Camera Attire: Do's & Don'ts

Lapse Productions

Wear

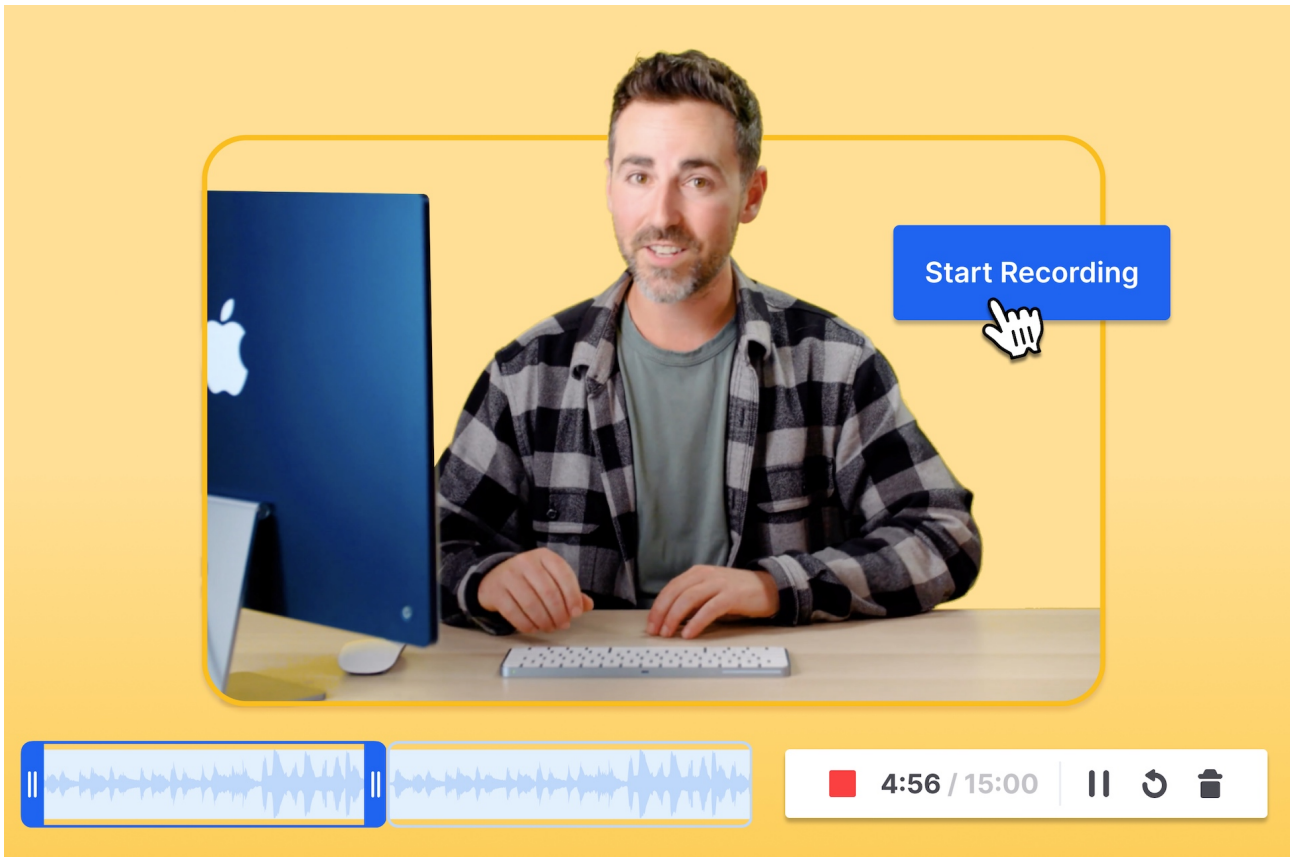
- Solid colours
- Matte fabrics
- Brand-appropriate attire

Avoid

- Small patterns / stripes
- Glossy materials
- Noisy accessories

8 Delivery & Performance

Professional videos feel natural, not scripted.





Best practice

- Speak slowly and clearly
- Pause between points
- Look into the lens (not screen)
- Smile gently

📌 Tip: Record in **short sections** for easier retakes.

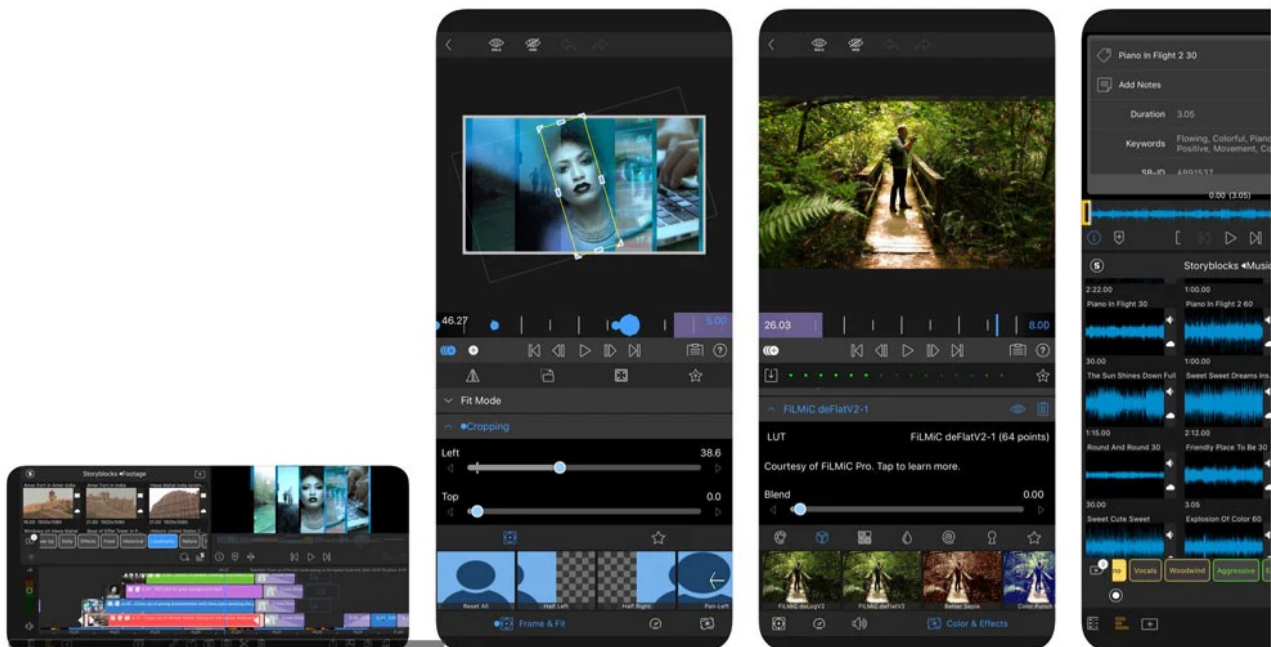
9 Recording & Retakes

- Record 2-3 takes
- Change energy slightly between takes
- Keep the best version

👉 Confidence improves by the second take.

10 Basic Editing & Export

Editing should enhance—not overproduce.





Edit lightly

- Trim mistakes
- Adjust brightness slightly
- Improve audio levels

Export

- LinkedIn / Instagram: Vertical, MP4
- Website: Horizontal, high quality



Final Pre-Publish Checklist

- ☒ Clear audio
- ☒ Stable video
- ☒ Clean background
- ☒ Professional attire
- ☒ Confident delivery



Vision Kraft Perspective

Video is no longer a production challenge—it's a credibility tool.
— Vision Kraft

When done right, mobile-shot videos can match—and often outperform—traditional studio content.