

Video Creators Equipment List

By using the right equipment, you can get excellent quality video for your business.

This comprehensive guide will get you started with creating good quality effective videos.

Should you have any questions or need advice then please [get in touch](#) and we will endeavour to assist you.

We use Amazon to link to the equipment that we recommend but it can be bought elsewhere. The items listed are a guide we do not endorse any one product over another.

Amazon links in this article are affiliate links. As an Amazon associate we earn from qualifying purchases.

Highlighted items will help you when you are starting out. The tripod will provide stabilisation and the mic will provide good quality audio.

Cameras

Most of the videos that you make can be done on your mobile phone. However, you may want to start vlogging at your desk or getting out and about doing some action shots.

The cameras below will help you get good quality imagery for your videos.

	<p>Webcam</p> <p>Logitech C920s – This is a good quality full HD webcam with an excellent mic. This model comes with a privacy cover.</p>
	<p>Webcam</p> <p>Logitech C920 – This is a good quality full HD webcam with an excellent mic.</p>
	<p>GoPro Hero 9</p> <p>GoPro HERO9 - Waterproof Sports Camera with Front LCD Screen and Rear Touch Screen</p> <p>For action shots.</p>

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Stabilisation

Stabilisation is essential for your productions after all who likes to watch shaky footage? A decent weighted tripod is needed that will support your camera, suppress any shake and be fully adjustable. The most important factor is to get one that extends to greater than 150cms.

Other equipment such as gimbals and selfie sticks may have a place in your business for creating more exciting videos or filming at events.

	<p><u>Budget Tripod</u></p> <p>JOILCAN Camera Tripod for Canon Nikon, 74\" data-bbox="508 348 868 393"/></p>
	<p><u>Quality Tripod</u></p> <p>NEEWER Basic 74\" data-bbox="508 498 868 573"/></p>
	<p><u>Phone Clamp</u></p> <p>Manfrotto MCLAMP, Universal Smartphone Clamp with Thread Connections.</p> <p>Get this if your tripod doesn't come with one.</p> <p>*** CHECK if it fits the size of your phone ***</p>
	<p><u>Tablet Clamp</u></p> <p>LINKCOOL Universal Tablet Tripod Mount Adapter for iPad/Air/Mini Attachment, Samsung Galaxy Tab, Nexus and Most Tablets, Compatibility with Tripod/Monopod/Selfie Stick.</p> <p>*** CHECK if it fits the size of your tablet ***</p>

	<p>Selfie Stick</p> <p>Selfie Stick Tripod with 2 Fill Lights, 45" Extra Long Phone Tripod with Detachable Remote, Compatible with iPhone, Samsung, Smartphones</p>
	<p>Gimbal</p> <p>Hohem iSteady X3 SE Gimbal Stabilizer for iPhone, 3-Axis Phone Gimbal, Detachable Remote Control, Portable and Foldable, Gimbal for iPhone 16,15 & Android, Gimbal for Youtube Vlog TikTok, Black</p> <p>Check the Mobile Phone Compatibility List</p>
	<p>Gimbal</p> <p>DJI OSMO Mobile SE Intelligent Gimbal, 3-Axis Stabilisation Phone Gimbal, Portable and Foldable, with ActiveTrack 6.0, Portrait and landscape. Android and iPhone Gimbal.</p> <p>Check the Mobile Phone Compatibility List</p>
	<p>Gimbal</p> <p>DJI Osmo Mobile 6 (Upgrade on DJI OSMO Mobile SE model). 3-Axis Stabilisation Phone Gimbal, Object Tracking, Built-In Extension Rod, Portable and Foldable, with ActiveTrack 6.0. Portrait and landscape. Android and iPhone Gimbal.</p> <p>Check the Mobile Phone Compatibility List</p>

Audio

Audio is as important as the visuals. The best way to obtain clear audio for your productions is to invest in a good quality Lavalier (tie clip) mic. This mic is wired and plugs directly into the phone via the adapter giving excellent results.

Depending on the type of phone you have will determine the type of mic that you will need. Here is a brief explanation of the different types of connectors.

	<p><u>Standard 3.5mm audio jack.</u></p> <p>This is the standard audio jack and fits into cameras such as the DSLR and also some older model phones.</p>
	<p><u>USB Type C Connector</u></p> <p>Typically Android phones. The easiest thing to do is check your charger and see what that is as the mic will use the same port.</p>
	<p><u>Lightening Port</u></p> <p>This is typically only relevant to Apple products such as the iPhone and iPad.</p> <p>However, in Europe the USBC will be the universal connector for phones from 2024.</p>

Microphones

Here is a list of various microphones that will work on the majority of phones.

	<p><u>Bluetooth USB Type C</u></p> <p>BOYA BY-V20 V2.0 Lavalier Microphone Wireless, Mini Lapel Mic with Noise Cancelling Compatibile with Android/Type-C iPhone15, Laptop for Youtube Speaking Podcast Facebook Vlogging Video Recording</p>
	<p><u>Bluetooth Lightning Port</u></p> <p>Boya BY-V2 Wireless Microphone for iPhone, 2.4GHz Plug Play Mini Clip-on Mic for iPhone</p>
	<p><u>Wireless Mic</u></p> <p>pro Boya WM4 Pro K-2 Microphone Set of 3-Powerful Wireless Microphone Set with 2 Lavalier Microphones, 2 Transmitters and 1 Receiver up to 60 Meters, 35Hz-14kHz</p> <p>If you were to use this on your phone you may need to get an adapte. Check the compatibility. Also, see the accessories section for these.</p>
	<p><u>Multi Adapter Bluetooth Mic</u></p> <p>4 in 1 Mini Microphone Wireless Lavalier Microphone for iPhone Android Computer Laptop Camera USB-C, 2.4G Ultra-Low Delay, Noise Reduction, Double Lapel Microphone for Youtube TikTok Vlog (Mini Mic)</p>

	<p>Bluetooth USB Type C & Lightning Port</p> <p>YRF Wireless Lavalier Microphone for Android Phone, iPhone, Tablet & iPad. Mini Lapel Mic with Noise Reduction and Crystal Sound for Video Recording, Vlogging, YouTube & TikTok.</p>
	<p>USB C Male to Female Coupler USB4.0 Type C Expansion Adapter</p> <p>If you are using an Android phone this coupler will help you extend to the microphone receiver without having to take your protective case off.</p>

Lighting

Remember to try and take advantage of natural light but sometimes you might need a little extra to make your video pop.

	<p><u>Ring Light</u></p> <p>LED Dimmable Desk Ring Light 10" with Tripod Stand & Phone Holder for Live Streaming & YouTube Video, Photography, Shooting with 3 Light Modes & 10 Brightness Level</p>
	<p><u>Ring Light With Stand</u></p> <p>13 inch Ring Light with Tripod Stand & Phone Holder, Selfie Ring Light 63" Tall Extended Tripod Stand LED Circle Ringlight 50 RGB Mode 13 Brightness for Makeup YouTube Video Tiktok Wireless Remote</p>
	<p><u>LED Light Kit</u></p> <p>3 Packs 70 LED Video Light with Adjustable Tripod Stand/Color Filters</p>
	<p><u>High End LED 2 Light Lighting Kit</u></p> <p>NEEWER 2 Pack Bi-colour 660 LED Video Light Kit. 3200-5600K Light with U Bracket/ Barndoor/ Softbox Diffuser. 75 inches Tripod Stand, Key Lighting for Studio Video/Photography Recording/Streaming.</p>

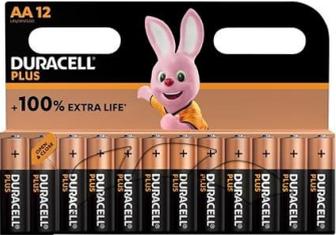


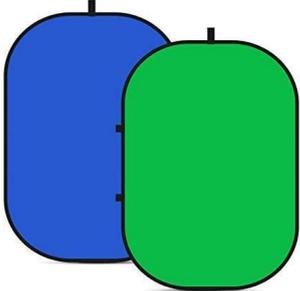
High End LED Lighting

NEEWER Professional Metal Bi-color LED Video Light for Studio, YouTube, Product Photography, Video Shooting

Accessories

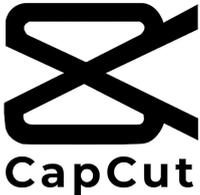
When filming it can be handy to make sure that you have all the right equipment and that doesn't just mean your camera, mic and tripod. There is loads of kit out there that will help make it easier when creating your videos.

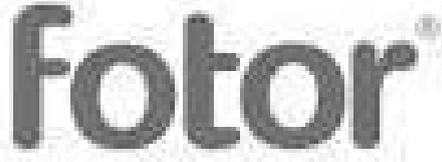
	<p><u>Light Stands</u></p> <p>Amazon Basics Aluminum 2.04 m Light Stand.</p> <p>You don't need more than a basic stand.</p>
	<p><u>GoPro Accessories</u></p> <p>NEEWER 50 in 1 Action Camera Accessory Kit Compatible with GoPro Hero 11 10 9 8 7 6 5 4</p> <p>Very handy kit for all outdoor filming.</p>
	<p><u>AA Batteries</u></p> <p>Duracell Plus AA Batteries Pack of 12</p> <p>You can never have enough batteries if you use kit that needs them.</p>
	<p><u>AAA Batteries</u></p> <p>Duracell Plus AAA Alkaline Batteries</p> <p>You can never have enough batteries if you use kit that needs them.</p>

	<p>Green Screen</p> <p>NEEWER Chromakey Backdrops, Double Sided Green Screen and Blue Screen, 2 in 1 Collapsible</p>
	<p>https://amzn.to/3GB35V7</p> <p>USB C to 3.5 mm Jack Adapter, Type C to 3.5mm Headphone DAC Mic Aux Digital Audio Earphone Adaptor</p> <p>Convert from 3.5 mm audio jack to a USB type C input.</p>
	<p>3.5mm Audio to Lightning Port</p> <p>UGREEN Lightning to 3.5mm Headphone Jack Adapter [MFi Certified] iPhone Earphone Aux Mic TRRS Car Audio Dongle Compatible with iPhone 14 Pro Max 13 12 11 XR XS X 8 7 SE, iPad Pro/Mini, Headset (Grey)</p> <p>CAUTION: We have experienced nothing but problems when converting to lightning ports for mic audio. We would recommend researching this yourselves.</p>

Software

The following software can help you when creating your videos.

	<p><u>TubeBuddy</u></p> <p>This is a fantastic product for making your life easier when uploading and configuring your videos on YouTube.</p> <p>With a keyword search feature built in it can save you loads of time and effort when uploading your videos.</p>
	<p><u>Movavi</u></p> <p>This is a fantastic mid-range editing suite that comes with a range of useful utilities that will help you when editing your videos.</p>
	<p><u>Capcut</u></p> <p>This is a fantastic Free video editor that comes with a range of useful utilities that will help you when editing your videos. There are web, desktop and mobile phone versions. It has AI-driven features that set it apart from other free video editors. Pro features are in the paid version.</p>
	<p><u>SendSpark</u></p> <p>Sendspark is an online video recording service that enables you to create instant videos that you can integrate in to mailing campaigns, LinkedIn messaging, Facebook, and more.</p> <p>Used in conjunction with OBS you can record and 'Live Edit' videos instantly.</p> <p>A fantastic and inexpensive product which is well worth investing in.</p>

	<p>Fotor</p> <p>Fotor is a really easy to use graphics editor. Similar to Canva it gives you the ability to create some really good artwork such as Thumbnails for your videos, channel art and more.</p> <p>Free to use with limitations but cheaper than Canva if you wanted to purchase.</p>
	<p>Sparkol</p> <p>This is a fantastic and easy to use whiteboard animation tool that will help you create simple animations.</p> <p>You can create the animations and then add your voice over to complete your videos.</p>
	<p>OBS Studio</p> <p>OBS Studio is a FREE video streaming and capture platform that lets you create scenes that you can live edit as you can record using your webcam.</p>

If you are looking to get started with creating video for your business then you might want to learn more about our ['Video Creators Club'](#) which has everything that you need to get started using video for your business.

Don't forget that we have our Live Stream Video Marketing Q&A session the 1st Wednesday of every month 4 to 5pm.

We stream live to [LinkedIn](#), [Facebook](#) and [YouTube](#).

You can contact us on 01535 517077 and we will be happy to help.

Gareth & Mick
The Clockwork Eye Team

P.S. Don't forget that we also provide an [editing service](#) that you can tap into. Why struggle taking hours and even days to do a basic edit when we can do a professional edit for you in a fraction of the time?

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