

6 Camera Rules

Follow these every time you shoot.

- 1 Clean your lens**
A wipe on your shirt. Every time. Fingerprints ruin more shots than anything.
- 2 Grid on — rule of thirds**
Turn on the grid in your camera settings. Place your subject where the lines cross.
- 3 Light in front of your subject**
The sun (or window) should light their face, not their back.
- 4 Golden hour outdoors**
One hour after sunrise or before sunset. Warm, soft, magical light.
- 5 Get low, get close**
Squat, kneel, lean in. The best angle is almost never eye-level from a distance.
- 6 Hold steady**
Two hands. Elbows tucked. Breathe out and shoot. Shaky = amateur.

FOLD · KEEP IN YOUR WALLET · REFER DAILY

5 Video Habits

Add these on top of the 6 camera rules.

- 1 Shoot vertical**
Portrait, always. TikTok, Reels, and Stories are all 9:16.
- 2 3-5 second clips**
Short clips = easy edit. Don't shoot one long clip.
- 3 Move slowly**
When panning or walking, go slower than feels natural. Smooth wins.
- 4 Multiple takes**
Never rely on one take. Shoot 2-3. Pick the best in the edit.
- 5 Capture natural sound**
Bird calls, wind, cooking, laughter — this is your best "music" for free.

3-PART VIDEO: HOOK · STORY · CTA