

DAY TWO · CREATE

02

Shoot Like a Pro

Six camera rules + video habits



GET FOUND



CREATE



GET BOOKED

THE BIG IDEA

Your phone is enough.

You do not need a camera, a drone, or a studio. You need six habits and good light.

Master these and your photos will beat businesses that spent thousands on gear.

THE SIX RULES

Rules you will teach others

1

Clean your lens

Wipe it before every shot. A smudge ruins the sharpest photo.

2

Grid on

Turn on rule-of-thirds. Put the subject on a line, not dead centre.

3

Light in front

Face your subject toward the light. Never shoot into it.

4

Golden hour

Shoot early morning or late afternoon outdoors. Soft, warm light.

5

Get low, get close

Change your angle. Low and close beats standing and far.

6

Hold steady

Two hands, elbows in, breathe out. Or brace on something.

Five habits for moving pictures

1

Shoot vertical. Fill the phone screen: this is how TikTok, Reels and Shorts play.

2

3 to 5 second clips. Short clips are easier to edit and hold attention.

3

Move slowly. Pan and walk gently. Fast movement looks amateur and blurs.

4

Get multiple takes. Shoot each shot 2-3 times. You will thank yourself in CapCut.

5

Capture natural sound. Record the river, the birds, the kitchen. Real sound sells the place.

REMEMBER THIS

Good light beats good gear.

PHONES READY

Now go capture Bardiya.

Your team has 45 minutes outdoors and a shot list to fill. Use every rule you just learned.

NEXT UP

Photo & clip scavenger hunt →