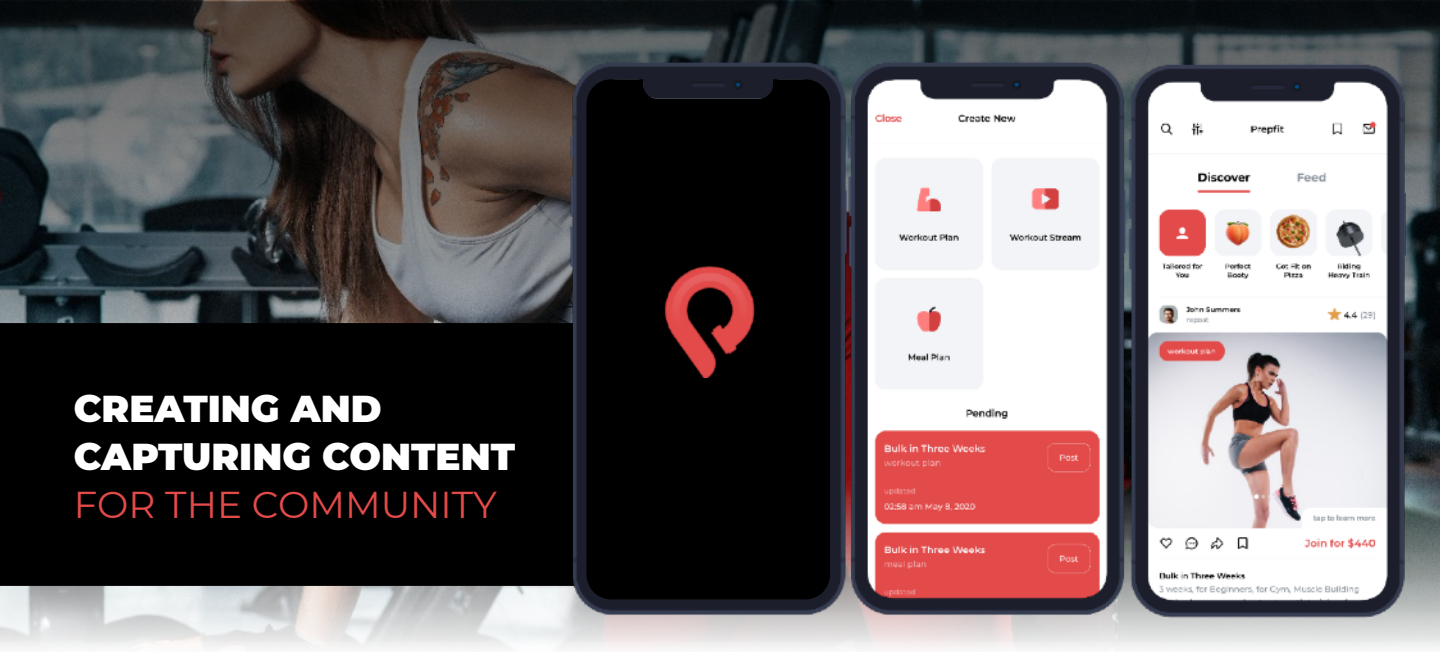




CREATING AND CAPTURING CONTENT FOR THE COMMUNITY

We are so excited you have taken the next step to becoming part of the prefit community. This guide will provide some really helpful tips and tricks to help kickstart your journey into making great exercise and recipe videos for our community.

With prefit we allow you to create and upload individual exercises and recipes through our platform and use them to make comprehensive workout and meal plans.

▼ Here are a list of items we believe you will need:

- ❖ A good phone with portrait mode(optional)
- ❖ A tripod or stand if you are shooting with your mobile phone by yourself
- ❖ Good studio lighting to help keep the quality crisp and lit up

To get you started here are some steps you can follow to make the best content for the community:

▼ Shooting videos for exercises and recipes:

- ❖ Have fun, we believe the core of our community is making health and fitness fun and accessible to everyone.
- ❖ Make sure there is good contrast between your outfit and the background you are shooting with, this will ensure your participants can see you during your exercises, think white background dark outfit

- ❖ Good lighting is always a win, the brighter the better
- ❖ Keep the framing of your videos consistent, if you are shooting your exercises in portrait, keep it consistent, if you are shooting in landscape keep it consistent.
- ❖ It is always helpful to start your videos with a short instructional and then get into the actual exercise or recipe after.
- ❖ We love music, but due to copyright law we only allow limited music in videos, if you do want to share music with your participants we have provided a functionality to upload playlists from the different music services.
- ❖ Keep the exercise videos to about 25 to 30 seconds long and recipe videos about 1 minute long, we have observed that this is length that keeps participants the most engaged
 - Here is an example of an exercise [video](#)
 - Here is an example of a recipe [video](#)

▼ Shooting introductory/highlight videos for workout plans and meal plans

- ❖ An introductory video has many benefits to the community and our participants because it helps highlight important parts of your plan.
- ❖ As a good starting point the introductory video should have you talking about your plan, its benefits, who you are targeting and the duration, you can also include snippets of your recipes or workouts
- ❖ You should also try to keep your introductory video to a length of about 60 seconds
- ❖ In the absence of an introductory video an image with some text highlighting your plan also does wonders in communicating information about your plan



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