



BODACIOUS BACKDROPS

by

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BABY GOT BACKDROPS

Hey VideoStar!

When it coming to having Backdrops that work well for you AND your brand, a little investigating goes a LONG way.

So grab a green smoothie, and dive on in!

And as always...

Dream up,



Sarah Michelle Brown
Your Virtual Video Director



A LIL DIGGING

Here's a fun exercise designed to help you understand what should and *shouldn't* be in your backdrops. **Answer these Qs to get clarity.**

What are my brand colours?

Do I LOVE my brand colours? If not, why not?

What colours do I usually wear?



(cont'd)

Do I love texture in fabrics and accessories, or simplicity?

What are my tastes? Refined, eclectic, simple, Zen, glamorous, urban, chic, artistic, homey, etc.

Do I want to stand in front of one solid colour or multiple colours? In a real space or in front of a screen of sorts? Indoors or outdoors?



(cont'd)

Do I want little to no set up time for my backdrop or am I game to set things up, if needed?

Am I artsy / crafty, and want to create my own backdrop?

What are the main energies I use when working with my clients?
How can my backdrop's appearance help *enhance* that energy.



(cont'd)

Do I want to film in my home or office?

What is the state of “clutter” in my home or office?

If my home or office IS cluttered, am I willing to declutter it to be able to shoot there?



(cont'd)

How do I want my backdrop to FEEL? Cozy, inviting, professional, exciting, fun, soothing, Zen, blissful, practical, etc.

Are nature elements important to me and my brand? If so, how can I incorporate some elements into my backdrop?



(cont'd)

Do my clients need to see a backdrop that speaks to a certain lifestyle? If so, what lifestyle and what can I do to help it shine through?

Do I want to use a simple fabric or paper backdrop?

Do I want the blown out white backdrop?



(cont'd)

What is the TOP trait / trademark / signature / theme of you and your brand? AND how can YOUR backdrop help convey that messaging?



*Be sure to share your
questions and ah-hahs in the
Facebook group!*