

**Hadji**  
STUDIOS

PRESENTS:

# ZOOM SWAGGER

LOOK LIKE A PRO ON VIDEO  
CALLS WHEN IT COUNTS

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Owner, HADJI Studios

# DAMN, I LOOK GOOD.

## That is what you will say after following this guide.

The reality is beauty matters. You can, of course lie to yourself and refuse to acknowledge the fact, but if you actually think of the world around you and our own reactions to it you will see that we are drawn to beautiful things.

Now take that psychology and combine that with biology of our innate nature to proliferate and assert mate value to the things we are trying to attract. In our world of business that might be:

- **more funding investors**
- **attracting more customers**
- **landing the right employee**

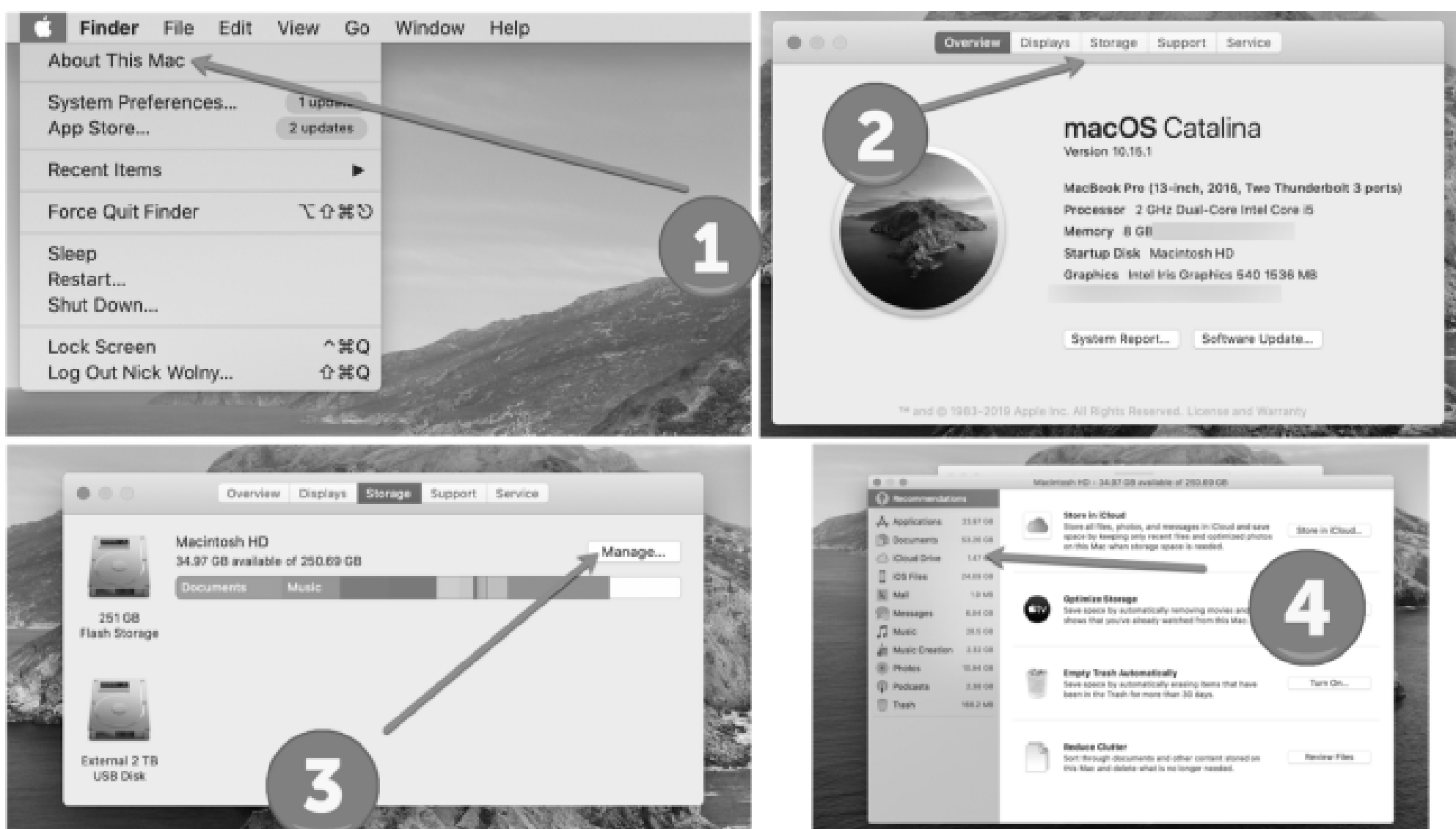
With Zoom and video conferencing as part of our new norm, the ability to attract becomes a more challenging task in a virtual space. That should not stop you from becoming VIRTUALLY AWESOME.

**In this guide, you'll learn the tools needed on how to go beyond your usual webcam setup on Zoom.**

**Mute on. Mute off. Either way, you're going to look stunning.**

# Before buying anything

- **Have a strong internet connection** - stay hardwired if possible. Fast wi-fi isn't as fast if your ethernet speed is slow AF. You are only as fast as your slowest connection. If you are using wi-fi, aim for uploads speeds of 5 MBps or faster. You can run a speed test at [fast.com](https://fast.com)
- **Have enough hard drive space** - For the MacDaddies and Mommiess: (1) Click the Apple menu at the top-left corner, click "About This Mac", goto "Storage", then click "Manage". Clean it up. Free space = better performance.



# GEAR

**THE 4 COMPONENTS TO  
LOOKING DELICIOUS  
ON YOUR ZOOM  
CONFERENCE CALL**

# HDMI-TO-USB CAPTURE CARD

Illuminate your soul. In order to get the best out of your camera and into your Zoom conference call, you need a capture card or converter.

There are plenty in the market with various price tags, but the most bank for your (higher end) buck is AJA's U-Tap converter. At close to \$350, AJA is an investment but a small price to pay for beauty. Good news is there are others in the market like Blackmagic and Elgato providing more cost-effective solutions.



AJA U-TAP \ HDMI capture card connected to digital camera

## DSLR or CAMCORDER

This topic could lead into a rabbit hole and warrant plenty of debate, but even the most entry level camera will suit your need. The Sony a6400 proves worthy:

- versatile in taking both photos + 4k video
- impressive autofocus
- handy size for travel
- excellent value for the cost \$900

Pair this with Sony FE 50mm f1.8 or 35mm f1.8 and you get that velvety portrait lens look which we professionals like to flex on occasion. Need help deciding on the lens? Watch this video on how your image is impacted by the different focal lengths of the lens.

If you choose to adopt this setup yourself for livestreaming, turn off the camera screen's display data, or else it'll pull through the converter and into your feed. Follow this tutorial, which was for a different model of Sony camera, but the steps were the same. When researching a tutorial for your own camera, look for how-tos on "clean HDMI."



Sony a6400 + Sony 35mm f1.8 prime fixed lens

# MICROPHONE

Yo, microphone check one two what is this? The five foot assassin with the ruff neck business. When pulling an HDMI feed into your Mac or laptop, it's best to have both audio and video coming from the same source - otherwise, during that Zoom call, you may look beautiful but risk your voice lagging - which might taint that attempt to secure that large investment deal from Silicon Valley. Depending on your need, particularly space - the [RODE wireless RODELink filmmaker kit](#) is an all-in-one solution that is a simple plug-and-record solution with clean, reliable sound and solid battery life.

For a boom mic (attached to the end of a boom pole for better positioning + audio capture) look no further than the [RODE NTG2](#) with any XLR to 3.5mm adapter that can plug directly into your camera. This setup is good if you have the space.

Another option is a camera mounted mic like the [Rode Video mic Pro](#). Probably the simplest solution, but depending on your focal length make sure you're standing close enough to the camera to capture your amazing vocal range. If you want beef, then bring da ruckus...



RODE RODELink wireless filmmaker kit



## RELIABLE LIGHTING

Broadcast interviews shot in studio have the luxury of studio lighting, but we can get the job done with one central light and two side lights. No need to go expensive here. Viltrox combined with Neewer lightstands will do the trick.

Although lighting is part science, part art, part preference - there are infinite ways to light which could also lead to debate among creatives but for the sake of looking your best on Zoom, we will go with the following 3-point setup:

- CENTRAL LIGHT: position high and angle downward
- SIDE LIGHT: position about 3-5 ft to the side and slightly behind. This creates a halo effect which brings out an aura of mystery and power
- Soften the shadows to further enhance your swagger using diffusion such as a thin white cloth or paper taped to the fixture.

Lighting is what makes or breaks your chance to captivate those on the other end of your Zoom call. Don't sell your visage short - let it shine consistently with solid lighting. Natural light is obviously ideal for a video setup, but can be unpredictable. Ring lights are a cheap alternative, but we aren't here for Instagram or TikTok likes. We are here to make power moves in the most beautiful way possible.



3-point light setup with central + two side lights  
For more lighting tips, check out this [article](#) from StudioBinder

**DAMN, YOU  
LOOK GOOD.**

**Congratulations  
on rekindling  
your higher  
mate value.**

# ADDITIONAL TIPS

- **Look at the camera, not at your screen.**
- **Smile 50% more than you think you should. Which adds this up to a grand total of 200%**
- **Experiment with camera height**
- **93% of all communication is nonverbal**

**NOW GO FORTH  
AND DOMINATE.**

# RECAP

And there you have it! The 4 components to looking delicious on your Zoom conference call:

- 1. HDMI-USB-Capture Card**
- 2. DSLR or Camcorder**
- 3. Microphone**
- 4. Reliable Lighting**

# CONCLUSION

If starting from scratch, this will probably run you close to \$2,000 - which is an investment. Will you need this setup on your next work meeting or casual online chat? Probably not.

Unless you enjoy making people jealous.

But when the stakes are high and that there's a lot on the line, amazing quality video is going to be a huge factor in your overall success.

**Knowing how to crush your Zoom call is going to be a skillset most won't care to acquire, but you are different. LFG.**

**VIDEO  
IS  
A  
VIRTUAL  
TRUST  
BUILDER**

# Win their attention.

Video content can play a role in establishing trust and building personal connections that can help you identify new sources of funds, improve productivity, reduce employee turnaround, and most importantly nurture customer relationships.

THE UNICORNS ARE OUT THERE.

Establish influence by mastering the art and science of creating quality video content. Whether you take it on or hire a company, a well-crafted video grabs attention and elevates your business to new levels of influence in your marketplace.

**GOOD LUCK**

**NOW YOU CAN GO FORTH AND  
DOMINATE YOUR NEXT ZOOM!**

Need help with production?

Give us a shout!

**[holla@hadji.tv](mailto:holla@hadji.tv)**

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## A message from our CEO

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Sup, My name is DJ Bonoan. Thank you for downloading this e-book. I hope you find it both useful and entertaining. I try to inject my personality, style, and knowledge into everything I do with curiosity and care. It's like building a rocket ship in mid-flight.

In the short time I've been in this industry, I have never been so challenged and yet so gratified with the work. Under the hood, HADJI Studios is really an engineering firm that happens to produce beautifully crafted video that excites people.

Problem solving innovative concepts is in my DNA. It's an opportunity to take risks, make things, break things, and do it over and over again. It's a beautiful way engage with life. I supposed that's why my health insurance policies are pretty high.

So what makes HADJI Studios different and why should you care?

HADJI Studios began as a joke in 2017 when it served as a coping mechanism. At the time, I was ruminating a pivot from a career in

engineering that spanned over 15 years solving complex problems for Fortune 100s in the tech and finance space. I was good at it, I loved being the guy you called when the stakes were high, and I loved the Voltron-esque camaraderie of my team. However, the work didn't stimulate me. Video and photography filled that void.

Fast forward to 2022 and it's no longer a joke. God has developed a hobby into an agency with limitless potential. Humble flex, but what other careers could open access to the Atlanta Braves, Tampa Bay Bucs, NFL Alumni, ESPN, MLB Network, UFC, PepsiCo, exotic cars, Wu-Tang, DMX (*r.i.p.*), and arguably the most amazing network of creatives?

As a one-man band I can't credit the success without acknowledging the talented filmmakers, storytellers, and thinkers that make up a HADJI Studios production. Without them, I'm just a spec of wishful thinking. Here's to continuing the good work.

Stay focused.  
Stay blessed.

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**Contact us today.  
Let's do something awesome.**

**Hadji**  
STUDIOS

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**VIDEO THAT GENERATES  
LEADS, INFLUENCES PEOPLE  
& INSPIRES TRENDS.**

**USELESS BONUS (OR IS IT?):**

# **THE DOWNSIDE OF BEING GORGEOUS.**

**According to Yahoo Finance these are the downsides to being beautiful.**

- 1. There's a fine line between acknowledging your beauty and being conceited.**
- 2. It's worrisome when your appearance changes as you get older.**
- 3. You may give off the false impression of always being happy.**
- 4. People often believe you're less intelligent than your average-looking peers.**
- 5. It's harder to convince people that you're nice.**
- 6. No one takes your body-image issues seriously.**
- 7. You don't get a lot of pity for your problems.**

*(but you're still gorgeous.)*