

# Video production for PokerStrategy.com (v1)

The quality of the poker videos at PokerStrategy.com is very important to us. Our motto is: "We'd rather have no video at all than a bad one." Our requirements for the poker videos at PokerStrategy.com are based on this principle. We will explain them in this guide. A good poker video is comprised of four different aspects:

1. *Video and audio quality*
2. *Presentation and professional appearance*
3. *Content and didactics*
4. *Responding to comments*

## 1. Video and audio quality

You need to pay special attention to high image and sound quality when producing your video. After all, you don't want to make it too difficult for your audience.

- *Select an adequately high resolution. The exact point you need to observe will be discussed in a separate Camtasia guide.*
- *Pay attention to a clear table layout.*
- *Sit in the same position at each table, if possible. (At everest poker or full tilt poker, you are always the player on the bottom of the t.)*
- *Use a high quality headset, not the microphone that is built into your computer.*
- *Make sure that no taskbar or other unnecessary items are visible on your screen. If your desktop background is visible, then we advise you to select a PokerStrategy.com wallpaper for a consistent look and feel.*
- *Perform a sound check to verify that your audience can hear you well, clearly and at an acceptable sound level.*
- *Start all additional required software, such as the equilateral, elephant, etc., before you begin to record your video.*

## 2. Presentation and professional appearance

### 2.1 What do you want to achieve?

The most important question first: What are the intended uses of your video? What should the audience take home at the end of the video? Your answer to this question does not have to be very specific, but may consist of only a sentence or two. It may be sensible to write a few notes on what you want to work on in your video beforehand, so that you have a basic outline which you can follow. Write down in a few words the points you would like to deal with.

**Give your video a motto or a topic**, even if you are not producing a theme video. By giving your video a motto or a topic, you are setting yourself a framework which will make your video more well-rounded and self-contained. If you intend to produce several videos, then they should, as a whole, convey your game plan to your target group.

## 2.2 Who do you want to reach?

Along with the above mentioned comes the question: Who do you want to reach with your video? For whom are you producing it? There is quite obviously a difference whether you are making a beginners' video or a diamond video. You would probably choose a different language, play on less tables, explain more basic concepts, even comment on standard folds, etc., when making a beginners' video. What knowledge can you expect your audience to have? Know your audience! Knowing your audience already provides you with a number of parameters. In particular, you need to clarify the following beforehand:

## 2.3 Which format would you like to use?

Now that you know your topic and who your audience is, there is still one question to be answered: Which format should your video take? Will it be a session review, a theory video, a live video or would you like to try something new?

## 2.4 How many tables will you be playing?

Should you decide to play live or to film a session and review it later, you will, now that you have set the contents, need to take care of the technical details. How many tables will you be playing? For one, you will have to define how many tables you will be recording. Some general rules:

- *The more fundamental the concepts you will be delivering, the less tables you should show.*
- *The less knowledge you are expecting in your audience, the less tables you should show.*
- *The more action you expect (e.g. a 3-handed fixed limit as opposed to full ring no limit), the less tables you should show.*
- *The more tables you are playing, the less time you will have for explanations.*
- *The more tables you are playing, the more difficult it will be for the viewer to get into the game and to follow the game flow and the history.*
- *The more tables you are playing, the more different spots will come up and the more erratic your commentry or your stream of information may become. The risk of losing your plot increases.*

## 2.5 Entertainment value

A video is usually a mixture of entertainment and information. Of course, you do not have to buy a few joke books and become a comedian. Relax, be yourself and express your personality. You may also show some emotions, as long as you do not go mad and take your desk apart. By no means should your audience get the impression that you are doing the video just for fun. In the end, the audience should feel that you know what you are doing and that you are enjoying it.

**Speak of yourself as "I" and address your audience as "you".**

## 2.6 Be professional

Your videos give a professional impression. You should avoid certain kinds of behaviour. They are definite reasons to reject your video. Bear in mind the following:

- *turn off instant messengers*
- *no eating*
- *no flaming and cursing*
- *turn off your mobile phone*
- *no extensive yawning, etc.*
- *no disturbances (dogs, friends, other noise, etc.)*
- *no forbidden or dubious software*

## 2.7 Consistency and branding

Your video should easily be recognisable as a PokerStrategy.com video and you should not advertise the competitors unnecessarily.

- ***play only on partner sites of PokerStrategy.com!*** Or else your videos will be rejected without exception.
- install a PokerStrategy.com table layout, if available.
- use the PokerStrategy.com equilateral, if possible.

## 2.8 Starting and finishing your video

### Welcome and farewell

Your welcoming should not take longer than one minute. Introduce yourself quickly to the audience and tell them what lies ahead. The introduction should contain the following three elements:

- *Who are you? (name/nickname)*
- *This is a video for PokerStrategy.com*
- *What awaits the viewer? What is the topic of your video?*

Example: Hi, this is Invisiblesharkboy again for PokerStrategy.com, with a special-HU for Rollz on NL3500. I am playing HU myself with the limits [...]. I have already played [...] hands [...]. I would like to introduce my game plan and talk about the following aspects in this video: [...]

### Presenting the topic

- *Never start off with active tables. Introduce yourself and tell the viewer what your are going to do. Only then should you start with the action.*
- *Topic: introduce your topic as concisely and precisely as possible and give the viewer the impression that each of your videos is a coherent entity in itself.*

- *Session reviews: review your material before starting. Do not let the video surprise you with what you have done. You should start to think about your game before you start with the video, not after.*
- *Session reviews with 2 mouse pointers: →highlight cursor option in Camtasia*
- *Theory videos: send in PowerPoint slides beforehand for review, turn off automatic correction.*
- ***Important: use English language software for your videos (equilator, poker clients)!***
- *You should pause the video if you want to set more complex ranges in the equilator.*

## Farewell and conclusion

The farewell is as much a part of the video as the welcome, but should also be short.

Draw a **conclusion** at the end of the video.

Remember that a video does not end because 40 minutes have passed, but rather because a learning unit has been completed or has reached a point that justifies a break. What have the members learned? What impressions are you taking home (in the case that you have played or reviewed a session live)? Are there hands that you would like to review again? It often makes sense to pause the video at the end of the action and select a few hands to analyse or to summarise again.

Example: You have recorded a HU session. You should summarise your reads on your opponents and document them with hands played during the session at the end.

Always end your video with: "This was xxx for PokerStrategy.com."

## 3. Content and didactics

### 3.1 The art of explaining

#### Explain, why you are doing what

Do not just explain what you are doing as the viewer will be able to see that. You do not have to repeat something that is already common knowledge. Avoid anything unnecessary. Not every preflop fold is worth mentioning. It is important for you to be aware of what knowledge you may expect in your audience. Use the mistakes of your opponents to explain what they could have done better.

#### Point out concepts

Do not just explain your general playing but also point out concepts to the viewer. What was that again with odds and outs? What is the hand range he could have had here? How do you read your opponent and his actions?

#### Thinking in ranges

The most important step in becoming a good poker player is to lose the thinking that one hand is playing against the other. Think and explain in ranges! What range are you giving your opponent and what range

are you holding in that particular spot? How does your range perform against your opponent's? These are the questions that lead to a good analysis.

### **3.2 Point out alternatives**

You should also explain the alternatives and backgrounds and do some simulations. What difference would a different line make? What would you do if you were in a different position? What would happen if your opponent was not a TAG but a LAG? This way you are creating a deeper understanding for your actual decisions in poker playing.

### **3.3 You don't have to play perfectly**

As much as you don't always have to deliver a winning session, you don't always have to play perfectly without making mistakes. Do not cover up your mistakes, rather admit them. This creates trust and sympathy. Explain what you have done wrong, what would have been right, what else would have been possible and why that was a mistake in the first place.

### **3.4 Show respect for your opponents and your audience**

One of the biggest mistakes you could possibly make is being arrogance. Do not ever put yourself above your audience! This way, you will earn their respect. The old writer's rule "show, don't tell" applies here too, metaphorically speaking.

### **3.5 Avoid pauses**

There should be no long pauses in your video. You should always have something meaningful to talk about. This is not always easy, especially when you are card dead. In this case it will help you to go back to the motto or topic that you have established in the beginning.

## **4. Responding to comments on your video**

Good answers to questions in the Comments are also a part of any good video. Well supervised comments add to the coach's good reputation and encourage other members to take an active part in the learning process.

**Answering the questions in the Comments is obligatory and is regarded as part of the video.**

## **5. Conclusion**

There are numerous aspects to producing a good video, but the members of PokerStrategy.com not only demand but also deserve the best poker coaching there is. Once you have internalised the above basic rules it will be quite easy for you to make very good videos and thus win the recognition of the members. Good luck!



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