

# THE SPAR REEL: FULL GUIDE

One of the easiest, cheapest, and most entertaining videos you can mass-produce. This should be a staple on your social media feeds and YouTube channel.

## YOU WILL NEED

- a sparring partner/bag
- a cameraperson/phone tripod
- a smartphone

## STEP 1: PREPRODUCTION

Make sure the phone has some video editing software, such as CapCut or iMovie, installed on it. Make sure that this software allows you to record audio over video tracks (what we pros would call "ADR" or "Foley").

If you're using a phone tripod (or, if necessary, propping the phone up on a dumbbell or something), set that up now, facing your training area. If you're using a cameraperson (bro, gf, bf, random child, whoever), recruit them now, tell them to point the camera at you.

Orient the phone for the social media app you're posting to. Have the person/tripod hold the phone vertical for TikTok/IG Reels, horizontal for YT/FB.

Assuming your phone storage isn't filled to the brim with cat pictures, you should have more than enough space to start the recording now.

## STEP 2: PRINCIPAL PHOTOGRAPHY

Get out there, spar, do your bag work, roll around on the floor, whatever it is that you want to show off, for about 3-5 minutes.

After that, film your intro/outro sections. Introduce yourself really fast and ask the viewer to like/follow/subscribe really fast. The key here really is to be fast, and not waste the viewers' time.

You may also consider asking for the viewers' thoughts on the video. If they leave a comment (even if that comment is "you fucking suck, go die in a hole you insect") the algorithm will see that engagement and give you more views.

## STEP 3: POST PRODUCTION

Take those clips from your phone, slap them into whatever editing app you're using (be sure to delete the end card that CapCut likes to stick on if you're using it), and build the structure of the video out. Slap the intro at the front, the sparring in the middle (be sure to cut off the start where you were just getting ready, no one cares about watching you put your gloves on, *always* get right into the action), and the outro on the end.

Congratulations, you now have what we like to call a "Minimum Viable Product". You could save and post this to YouTube or wherever, and it wouldn't be a complete embarrassment (unless your technique is bad, or worse, your cardio...). Don't post it just yet though, you're going to do a little bit more.

## STEP 4: COMMENTARY

Your video editing app lets you record audio like we told you it should, right? Find that setting (in CapCut it's "add audio" in the timeline, then it's the microphone icon).

During the sparring section of the video, commentate your performance. Talk about what you're doing, what you're thinking, what the other guy is doing that's working, what weaknesses you're exploiting and what weaknesses you're displaying, what factors are affecting you going into this session, and so on.

You really should be aiming to review yourself. Don't even think of it as you trying to get your name out on social media, think of it as you reviewing tape and trying to figure out how you can improve. Don't try to be the biggest fish in the pond. Definitely don't talk shit about your opponent. If anything, build them up. Be humble, be technical, show sportsmanship.

## STEP 4.1: PRESTIGE

As a bonus, if you really see something you want to focus on, editing apps like CapCut provide all the tools you need to do replay segments ("split clip" and "copy/paste" are what you want.). To get good slow motion, you need to be sure to change your phone settings to film at 60 or 120fps during the sparring (normal video framerate is 30fps, so 60fps =  $\frac{1}{2}$  speed, 120fps =  $\frac{1}{4}$  speed, and you'll have to find the speed adjustment setting in your editing app to actually use those extra frames).

## STEP 5: POST AND REPEAT

Hit that little save button and export out at 1080p/30fps, then post it wherever you want to post it. Caption it, add hashtags, tell all your friends to follow, etc..

Then do it again tomorrow. Then the next day. At a minimum once per week, but ideally 2-3x.

If you can just put one single training round out every practice, and consistently deliver value to your viewers in the form of insightful commentary, you will grow. Promotions will want you. Rands will want to fight you. Sponsors will come to you, fast.

And of course, as always, if you ever really want to upgrade your production quality beyond what a phone can provide, talk to us at Danzer Media. We've got your back.

Thanks for reading. We look forward to seeing you succeed.