

MAKE YOUR

# Home Video Setup

look like **Hollywood** ✨

Build your studio with expert help 🚀

A 6-week cohort-based course to build + improve your very own professional-looking video setup.

[Click here to watch a FREE mini-course](#)

## Enrollment now open!

Enrollment closes Sunday, February 6th. Only 15 spots available.

## Past Student Transformations

Students just like you are seeing amazing results with this course

### Linda's STUDIO TRANSFORMATION



### Linda Hargrove

COURSE CREATOR, TEACHER

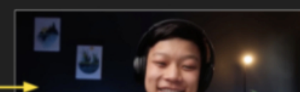
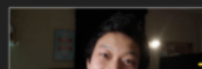
"Kevin's course is so valuable for anyone who's on camera... It's really **everything you need to know** for you and your studio to look and sound great."

### Raye Cheng

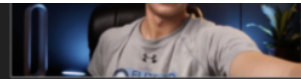
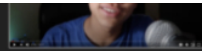
YOUTUBE CREATOR, COACH

"This course brought together everything I needed to know to complete a functional studio and **saved me**

### Raye's STUDIO TRANSFORMATION



a tremendous amount of time in the process. Thank you, Kevin!"



#### Jason's STUDIO TRANSFORMATION

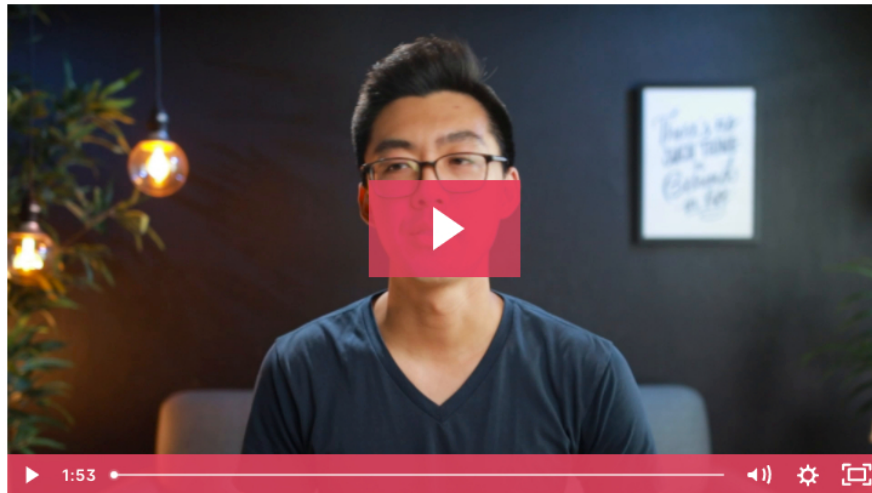


#### Jason Evert

PODCASTER, AUTHOR

"Kevin transformed our home studio into a professional looking set I'm finally excited to film in"

### Personalized Feedback on Your Studio



In **6-weeks or less**, you'll have a brand new filming setup you ❤️ & know how to use 🎬

This course will guide you through **the entire studio design process...**

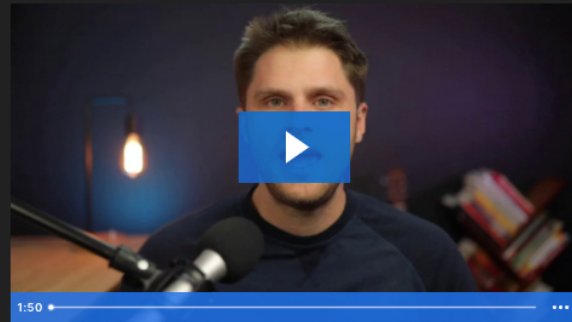
👉 From **interior design** (colors, background, layout) to **technical gear setup** (camera, lens, lighting, audio), you'll learn everything you need to get the results you're looking for.

## Here's What Students Are Saying

"The best course I've taken this year is Dream Studio by @thekevinshen. If you shoot video regularly, buy this"

### Charlie Hoehn

AUTHOR, ENTREPRENEUR, PUBLIC SPEAKER



"As a professional and business owner, I wanted to be taken seriously... The Dream Studio Course is honestly one of the best purchases I've ever made."

"One of my barometers for a good online course is whether my initial investment will yield more money than I put in, and that's definitely been the case."

### Melvin Varghese, PhD.

PODCASTER, PSYCHOLOGIST, COURSE CREATOR



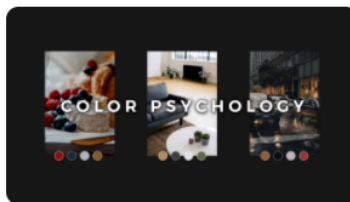
## In This Course You'll Learn...

Perfect for **Beginner & Intermediate** video creators



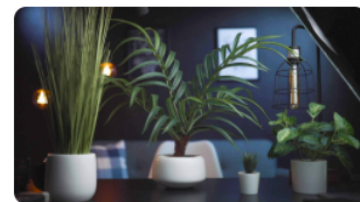
### Discover Your Optimal Room Layout & Positioning

Learn exactly where to position yourself, camera, lights, etc. with precise measurements you can follow. Discover various time-tested room layout formats for how to arrange your furniture and compose your shot.



### Discover Your Color Scheme

Learn how color psychology affects your viewers on a subconscious emotional level, and how you can design your visual aesthetic as a powerful tool for building a loyal following.

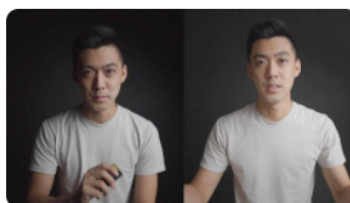


### Design Your Background

Discover time-tested interior design techniques used by the world's best professional interior designers. Learn how to create visual depth and construct a cohesive balanced environment that strengthens the impact your videos have.



### Your Ideal Camera Settings & How To Pick A Lens



### The Secret of Hollywood Lighting



### Professional Audio Techniques To Engage Your Audience

I share with you the exact camera settings you will need for the most beautiful cinematic results. You will also learn how to identify which lens is right for your specific needs, and how to get a blurry background.

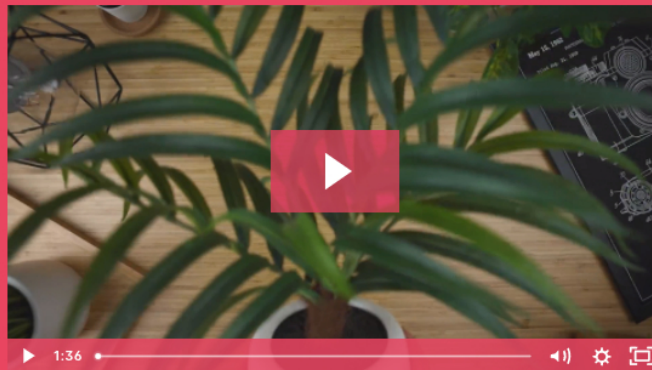
Learn the secrets to lighting yourself. I'll teach you which lights to get and how to set them up. You'll look your most radiant attractive self on camera, and find that your viewers will be naturally more drawn to you and value what you have to say.

Make people want to listen to what you have to say. Learn which microphone to buy or how to use the mic you already have, how to properly position and mount your mic for the best results, how to eliminate distortion and noise, and sound treat your room.

**And so much more...**

## Watch a quick preview

Just one of 75+ Bite-sized Premium Videos.



## Hand-Crafted Curriculum with Proven Results

"I love the way the course is broken down. **It's very digestible.** It felt like years of filmmaking experience condensed into a single product."

**Sean Johnson** | MARKETER, COURSE CREATOR

### **Yoshi U**

COURSE CREATOR, TAX ACCOUNTANT

"I enjoyed taking Kevin's Dream Studio Course. It covered a wide range of topics, and **I especially enjoyed seeing the studio breakdowns.**"





# What You Can Expect

A 6-Week Studio Transformation 🧐

**Dream Studio Course** is a **cohort-based course**, meaning you and a group of fellow video-minded entrepreneurs will be building your studios together at the same time, with expert guidance.

This model has been proven to provide the best results, and ensure that you get the support and accountability you need to build **your very own personalized studio you're proud of** and confident you know how to use.

You'll receive a blend of...

1. **Self-paced aspects** to learn at your own speed, such as professionally produced video curriculum, time-saving gear guides and resources, and
2. **Interactive aspects** where you'll receive personalized expert guidance, as well as community to provide accountability and inspiration to take action and finally get your studio done once and for all 😊

## In a nutshell

The course consists of the following parts:

1. **Curriculum & Resources** 📖
2. **Live Zoom Workshops** 🗣️
3. **Feedback on Your Studio** 🎥
4. **Community** 🌱

## 👤 Session Calendar

Twice weekly, we have **live Zoom sessions** to work on your studio together as a group and answer your questions. To accommodate all time zones, we hold these sessions at varying times. While we encourage attendance for every session, we know sometimes schedules may not permit. So this course is designed such that you can still keep up by watching the class recordings if you cannot attend these sessions live.

**These workshops cover all the topics you need to know**

1. **Welcome Session** (February 7, 2:00-3:30pm PST)
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\*Please note: all times listed are in Pacific Time US

\*\*Daylight savings time begins March 13th

Here's how it's broken down...



### Week 0 // Core Principles

As soon as you purchase the course, you'll get access to the **entire** library of pre-recorded curriculum and self-serve resources (listed elsewhere on this page).



### Week 1 // Purchasing Gear

We'll help you identify which gear you'll need to accomplish your studio goals, with your given budget and your unique situation. (And how to make use of gear you may already own.)

**Acquire your gear.** We've designed this course with shipping delays in mind. If you receive your gear early, you can always jump ahead.



### Week 2-6 // Setup & Design

Once you have acquired all your gear, you'll receive step-by-step advice on how to set up everything according to proper principles. Each week, you'll submit test shots and receive feedback from Kevin showing you what to do next and how you can further improve your studio.

And to help you even more...



### Community

You'll get to join our community of **fellow video-minded entrepreneurs**. You'll connect with others on this journey with you to learn from each other, find & share inspiration, learn from a large growing library of past student transformations and answered questions, and more.



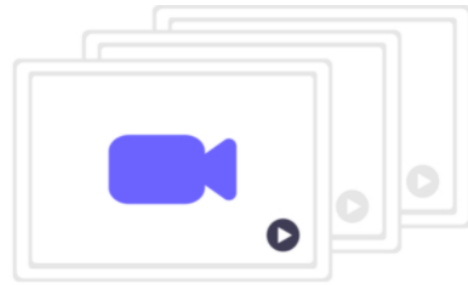
**Enrollment now open!**

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## Curriculum & Resources

### Actionable Video Lessons

Bite-sized "straight-to-the-point" videos designed to take you step-by-step from where you are now, to having a professional-looking studio you're proud to film in.



### Detailed Studio Breakdowns

See exactly how I place everything in my studio, and all of the settings I've used to achieve the shots you see in this course. You'll see how I create over 4 separate distinct looks in a single room.



### The Complete Studio Gear Guide

Everything you need to know to make the right gear purchase decisions, based on your budget and needs.



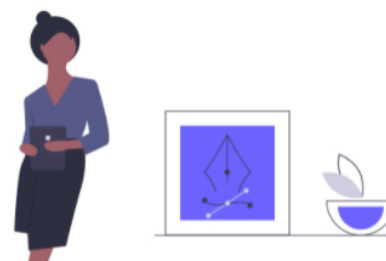
### Studio Blueprints

Step by step visual instruction guides to replicate the studio examples in this course. So you can get started quickly and further customize to make them your own.



### Curated Furniture & Decor Lists

Professionally-curated background design items that work well together. So you can save hours scouring the web, to make your studio look like it was designed by a professional.





### Checklists, Worksheets, and more

Filming checklists, worksheets, and more to help you get the most out of your studio, and avoid the most common mistakes when it comes time to film



Get your studio done right with

## Personalized Guidance & Expert Feedback



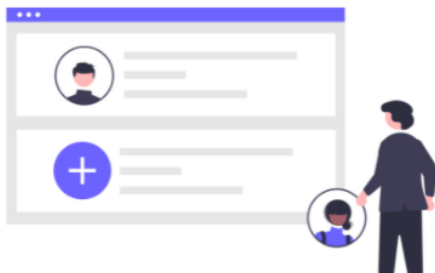
### Personalized Guidance & Feedback

You'll get multiple rounds of in-depth feedback on how your studio is coming along, plus specific action-steps telling you what you can do next to improve your studio as it evolves through the course.



### Group Office Hours

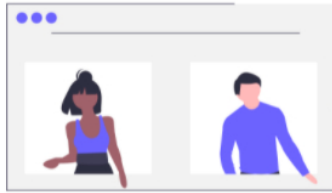
During the course, you'll have access to live office hours to get your specific questions answered. This is the time to discuss your studio build and learn from each other in the community by sharing ideas and inspiration. To accommodate all time zones, these office hours happen at varying times each week.



### Community of Video-Minded Entrepreneurs

You'll find a community of successful business-minded peers you can ask for help, introduce you to new opportunities, and even collaborate with. I can't overstate how much community has done for me in my own journey, and that's what you'll get too as a part of this cohort.





### Peer Accountability & Support

Get your studio done right, once and for all. Find the accountability and support you've been looking for. You'll see and learn from what others are doing, to ensure you can take the best ideas and implement them into your studio.

## More Student Results



### Giselle Sevgi

MARKETING PROFESSOR, BRAND STRATEGIST, YOUTUBE CREATOR

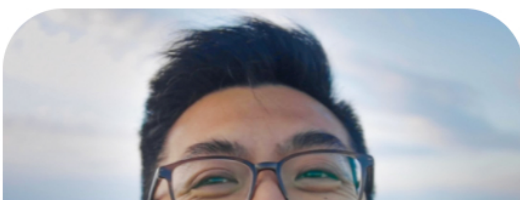
**"I feel like you've put so much effort into this. Far more than any course I've purchased before. Your delivery is kind and genuine. It feels like you really want your students to succeed; like you're on my side."**

### Dave Mason

ENTREPRENEUR, COURSE CREATOR

## Your Instructor

Kevin Shen



My life mission is to help us connect in deeper human ways. Your audience needs you in ways that only you can show up for them. And I'm here to help you do that.



I started creating videos online over a decade ago. The fact that we can connect over thousands of miles through the screen still blows my mind. The power of video to have a profound impact on so many people is one that text, photos, and even face-to-face can't even compare to in many ways.

I'm here to give you the tools to express yourself and your brand through video because you and your brand have a message worth sharing.

Much love, my friends. See you in the course!

Kevin

## What others are saying

Don't just take our word for it 🤔



**Tiago Forte**  
@fortelabs



I'm very excited to see this Dream Studio Course by [@theKevinShen](#)

[dreamstudiocourse.com/p/home](https://dreamstudiocourse.com/p/home)

Creating a home studio setup for streaming/recording is one of the most important yet challenging tasks for online creators

This cohort-based course is going to seriously level people up

♥ 22 Jul 11, 2021



**Charlie Hoehn**  
@charliehoehn



The best course I've taken this year is Dream Studio by [@theKevinShen](#).

If you shoot video regularly, buy this: [dreamstudiocourse.com](https://dreamstudiocourse.com)

♥ 8 Dec 31, 2020



**David Nuñez** 🇵🇷  
@davidnunez



AMAZING conversation with [@theKevinShen](#) this evening. SO many knowledge bombs packed into everything he says... We did a 5-minute critique of my zoom background that pretty thoroughly blew my mind. [#LevelUp](#).

He is [\\_legit\\_](#) and brimming with authenticity. Highly recommend.

♥ 5 Jul 5, 2021



**Paul Millerd** 📖  
@p\_millerd



Taking [@theKevinShen](#) studio course now because I've been fascinated by videography and find it fun to learn. The real value of online courses is "hey I went ahead and bought all these lenses before I figured out what I was doing and I'm going to help you avoid those mistakes"



♥ 10 Jun 13, 2021



**Alison DeForest Sjahrial, MD**  
@AlisonDeforest



[@theKevinShen](#) 100% used these tips for virtual interview season, they definitely made a difference in how I felt about putting my best face forward on camera 🙌

♥ 1 Jun 17, 2021



**Monica Lim**  
@monicalimco



**Jason** 📹  
@joywithjasvideo



Looking to up your home studio and want

I just had my first zoom call with a teleprompter. And wow, it makes a world of a difference to make eye contact with your audience. Thank you @catmulvihill and @theKevinShen for your ideas and input. @Karaminder thank you for helping me find the best layout! You guys rock!!!

♥ 19 Jun 22, 2021



**Melvin Varghese, PhD -**  
**Founder @ Selling The Couch**  
@mvarghese5



If you're wanting to level up our home office studio for telehealth, podcasting, online courses, coaching calls, consults, etc, def. check out this awesome resource from Kevin. He's the #1 reason my studio looks amazing! #therapists #psychologist #privatepractice #healthcare [twitter.com/thekevinshen/status/1420927095689998336](https://twitter.com/thekevinshen/status/1420927095689998336)

♥ 1 Jul 30, 2021

someone who is a damn specialist at it?

(as opposed to a general enthusiast such as myself)

Check out Kev (& this thread 🙌), he walks the walk & has a cohort course to get that transformation happening...

#howgoodistwitter 🚀 [t.co/cjVWP5dGKA](https://t.co/cjVWP5dGKA)

♥ 5 Jun 16, 2021



**Kyle Bowe**  
@KyleBowe4



@fortelabs @theKevinShen  
@theKevinShen is the man. His content is super helpful

♥ 1 Jul 11, 2021

## Get The Course Now!

Pick the best option for your needs.

### Just The Essentials

#### Dream Studio Lite

The self-serve version. Only includes the pre-recorded self-guided parts of the course. Does not include expert feedback, community, or access to any live or recorded Zoom sessions.

##### The Entire Video Curriculum

- ✓ Professionally Produced Video Lessons
- ✓ Gear & Decoration Recommendations
- ✓ Studio Blueprints, Checklists, Worksheets & more...

##### Bonus

- ✓ Additional Camera Course Included Free

# \$499

Get the Lite Version only

### The Complete Course

## Dream Studio Course

Join us for the upcoming cohort. This is the complete six week program with group-level guidance and community. Everything you need to get your studio done right.

##### The Entire Video Curriculum

- ✓ Professionally Produced Video Lessons
- ✓ Gear & Decoration Recommendations
- ✓ Studio Blueprints, Checklists, Worksheets & more...

##### 6 Weeks of Expert Guidance

- ✓ Twice-Weekly Workshops covering all topics
- ✓ Group-Level Feedback on Your Studio

##### Community of Video-Minded Entrepreneurs

- ✓ Peer Accountability & Support

##### Bonus

- ✓ Additional Camera Course Included Free

### In-Depth Personal Guidance

#### Dream Studio Premium

The complete Dream Studio Course plus individual expert guidance at every step. You'll get access to exclusive small-group office hours to discuss your specific needs, plus in-depth feedback videos recorded for your test shots every week.

##### Everything in lower tiers, plus...

##### Personalized Guidance at Every Step

- ✓ In-Depth Feedback & Advice on your studio every week, via recorded breakdown videos of your studio test shots
- ✓ Priority Support

##### Exclusive Office Hours

- ✓ Weekly Premium-only Office Hours to discuss your specific situation in a cozy small-group setting

Limited Spots Available

 Only 15 Spots Available

\$1299


Join the Upcoming Cohort!

\$2999

Sold Out

👉 **Upcoming cohort starts February 7th, 2022**

Enrollment closes Sunday, February 6th. **Only 15 spots available.** Don't miss out!

Got questions about the course? Let's chat 

**Book a 10-minute call** or **contact us**

## 100% Satisfaction Guarantee

I've put everything you need to know in this course to take your videos to the next level.

**But if you're not 100% happy with this course, then I don't believe I deserve your money.**

So if you're not completely satisfied with this course, just email me within 30 days of purchase for a full refund.

Simple as that.

[More information](#)



## More Praise From Past Students



## David Levin

WRITER, PROFESSIONAL SPEAKER

“Kevin’s course has made a huge, positive impact on the quality of videos I make for my YouTube channel. Kevin is the most knowledgeable person I know about everything camera, video, and tech plus he cares deeply about helping you find what is truly best for what you need depending on your goals. **I really wouldn’t be where I’m at now, without Kevin.**”

## Alexa Herasimchuk

YOUTUBE CREATOR, PRODUCT DESIGNER

# Frequently Asked Questions

### ► Can't I learn all this for free on YouTube?

As you've probably experienced, most free information online is quite scattered and non-specific. And most of all, you have no way to ask your specific questions. And that's the problem. Building your studio, in your unique floor plan, with your unique branding needs, to fit your unique on-camera appearance, etc... requires unique guidance. That's why the Dream Studio Course, is specifically designed to get you results in YOUR specific situation - something you just cannot get from passively watching hours of YouTube videos.

Unless you purchase the Lite version of the course (which is entirely self-serve), you'll get **personalized feedback** and access to **expert guidance** to get the results you're after. This is not just another generic videography class.

### ► When does the course take place?

The last day to enroll in this upcoming cohort is Sunday, February 6th (Pacific Time US). Class begins on February 7th.

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