Shawn
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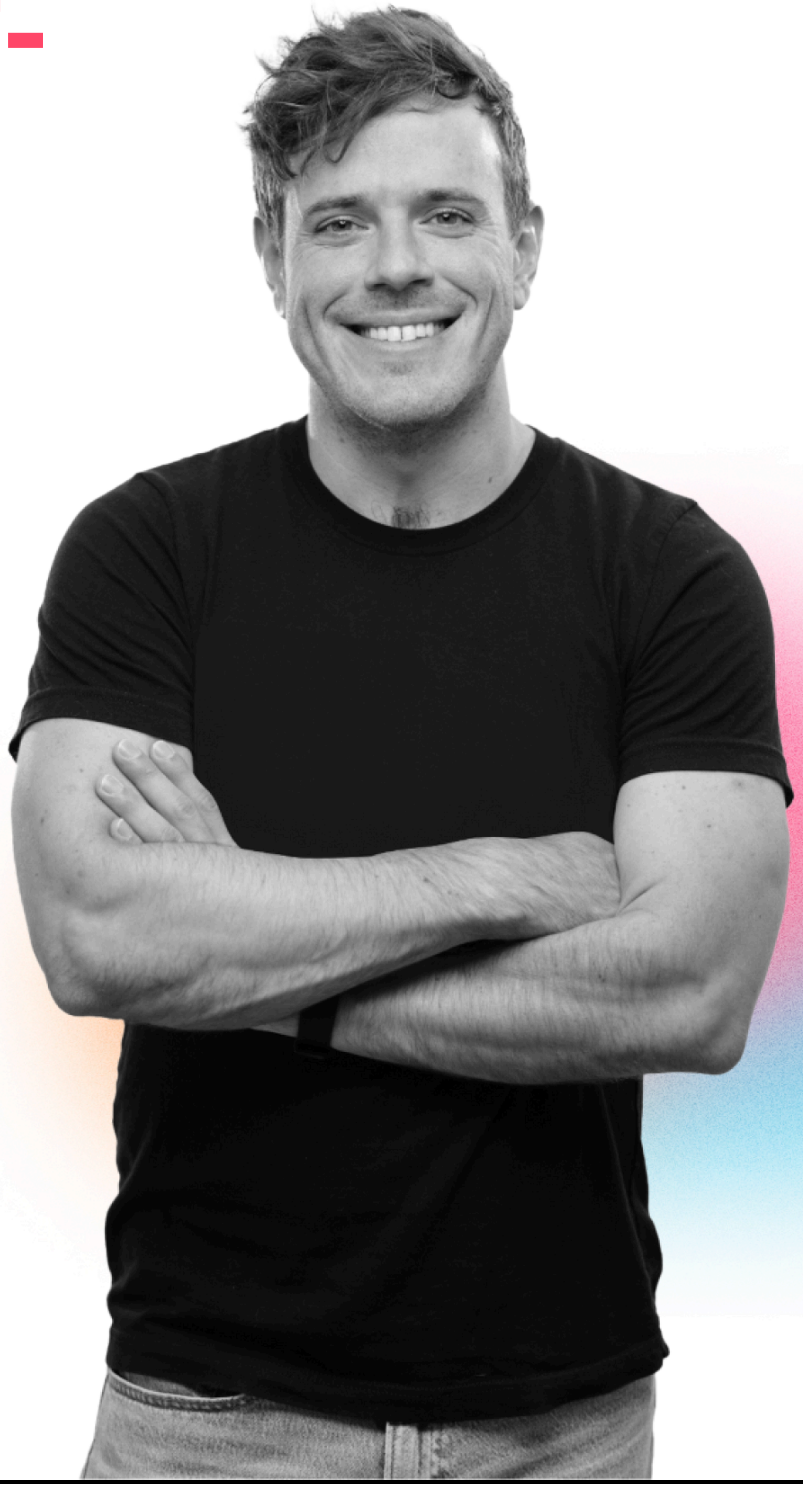
THE 20-SQUARE-FOOT STUDIO



Measure four things.
Know today whether your practice has room for a studio.

WHO WROTE THIS

First studio built 2019. 15+ studio builds. 200+ sessions recorded in his own studios.
20+ years in dentistry.

THE JOB THAT WROTE THIS CHECKLIST

I EXPECTED 60 SQUARE FEET. THE ROOM GAVE ME 20.

In January 2026 I drove to a Southern California dental office to build a studio. The floor plan promised 60 square feet. The space waiting for me was 20.

Five feet deep. Four feet wide. A consult chair held one corner. An associate's desk claimed the rest of the room. Nobody had misled me. Floor plans and tape measures disagree far more often than anyone admits.

So I redesigned the build standing in it. Compact lighting went on the walls, because floor stands eat depth you cannot spare. Sound treatment got tuned against the operatories next door. A teleprompter mounted to the camera. One professional camera, framed tight.

> **"By the time I packed up, the owner had a studio he kept coming back to admire."**

The Zoom Lens Rule
That build changed how I work. Fixed lenses stopped coming with me. Every small-space build now carries an adjustable zoom, because rooms shrink between the phone call and the drive. A zoom recovers inches a fixed lens cannot.

That office records in 20 square feet today. No operatory was surrendered. Nothing moved out of the building. **The studio was already in the floor plan. Nobody had measured for it.**

You can run the same measurement in five minutes. All you need is a tape measure and the next page.

FIVE MINUTES AND A TAPE MEASURE

THE FOUR MEASUREMENTS

Pick the corner you would record in. Measure four things. Write the numbers down. Then read your verdict on the next page.

1 DEPTH

TARGET: 5 FEET CLEAR

Stand at the wall you would face on camera. Measure straight out from it. Corners count. The blind spot behind the consult chair counts. If both walls come up short, measure the diagonal. The hypotenuse of two walls beats either wall alone.

YOUR DEPTH _____ ft _____ in

☐ 5 feet or more ☐ Short by inches

2 WIDTH

TARGET: 4 FEET ACROSS

Measure across the same corner. Four feet holds one seat and compact lighting mounted on the walls or the ceiling. Floor stands are not part of this build, so do not save space for them.

YOUR WIDTH _____ ft _____ in

☐ 4 feet or more ☐ Short by inches

3 POWER

TARGET: ONE OUTLET WITHIN 10 FEET

Find the nearest outlet and measure the distance to your corner. No room has ever been disqualified by outlet placement. Write the number down because the install plan needs it.

DISTANCE TO NEAREST OUTLET _____ ft

☐ Within 10 feet ☐ Farther than 10 feet

4 NOISE

TARGET: WRITE DOWN WHAT YOU HEAR

Close the nearest door. Have someone run a handpiece or suction in the adjacent operatory. Stand in the corner and listen for 60 seconds. Nothing you hear disqualifies the corner. Your answer specs the sound treatment.

WHAT YOU HEAR _____

☐ Quiet ☐ I hear the operatory

READ YOUR NUMBERS

YOUR VERDICT

Three results cover every practice I have ever measured. Every one of them routes forward. None of them ends in no.

ALL FOUR GREEN

You have a studio. It has been hiding in your floor plan the whole time.

Your space is not the problem and never was. What is left is gear, acoustics, and install. Both paths on the next page answer all three.

DEPTH OR WIDTH SHORT BY INCHES

Send me a photo of the corner. Framing and lens choice recover inches. This is the exact problem I solve on site.

Inches are a design question, not a verdict. Bring the photo and your two numbers to a Studio Strategy Call and I will tell you straight whether the corner works.

LOUD NOISE RESULT

Normal. Every practice fails the quiet test. Sound treatment against operatory noise is a design input, not a disqualifier.

Keep what you wrote in measurement four. That sentence becomes the spec for your sound treatment.

THE BOTTOM LINE

Five feet by four feet and an outlet. That is a studio.

The smallest build I have delivered was 20 square feet inside a working dental office. No operatory was surrendered. Nothing left the building. Every number you just wrote down is a design input, not a gate.

WHAT THIS REVEALS

IT FITS. NOW COMES THE HARD PART.

You now know it fits. The next questions are the ones the checklist cannot answer. Which camera. How to mount lights in 20 square feet. How to soundproof against a handpiece running 10 feet away.

Two paths, both good.

PATH ONE · BUILD IT YOURSELF

The Studio Blueprint

$97

Room assessment, four layout templates, equipment lists at three budget tiers, set design, and the recording workflow. The small-space module covers footprints as tight as the one you just measured. Instant download.

bynd.media/studio-blueprint

PATH TWO · HAND ME THE CORNER

Studio Strategy Call

Free

Bring your floor plan or photos of the space. I find the corner and tell you honestly whether the build works. The small-space build is $15,000. 4 to 6 weeks from deposit. 1 to 2 days of onsite install.

calendly.com/shawnzajas/strategy-call-with-shawn

One honest note on timing

Installs are scheduled around a working calendar. Small-space slots book by the month. If you want a corner recording this quarter, take the call now and hold a date.

> **Either path ends the same way. You stop wondering whether it fits and start recording.**