On-Camera Video Tricks & Tips

Connect With Your Audience & Build Trust With Quick, Simple Face-to-Face Videos

YOUR TRUE POTENTIAL

IGNITE YOUR POWER WITHIN

Action Guide

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Introduction - How On-Camera, Face-to-Face Video Fits into Your Business

1. Identify what's holding you back from creating on-camera, face-to-face videos.

    Common challenges might include:

    - ➢   Feeling self-conscious
    - ➢   Hating the sound of your own voice
    - ➢   Fear of looking unprofessional
    - ➢   Technical challenges

I'm held back by...	

2. List the main benefits you'll gain in your business from getting in front of a camera and recording short videos.

Common benefits include:

- ➢ High conversion rates
- ➢ Human touch
- ➢ Casual attitude
- ➢ Diverse content
- ➢ Show, don't tell
- ➢ Branding
- ➢ Easy to produce
- ➢ SEO

Benefits I hope to achieve include...	

3. Write down the overall goal for one video you'll focus on throughout the course.

My overall goal is...	

Take One: Set the Stage

1. Keeping in mind the goal you've already outlined for your video content, use the worksheet to make a list of all of the equipment you already have that you can use right now, and others you don't have for a wish list. The idea is to use what you have right now to get started.

Equipment You Have	
Video Equipment	
Sound Equipment	
Lighting Equipment	
Other Equipment…	

Your Equipment Wish List	
Video Equipment	
Sound Equipment	
Lighting Equipment	
Other Equipment...	

2. Think about what you want your audience to take away from your video. Using what you've learned in the module as guide lines, make notes as to how you think the set-up and lighting might influence what they think or feel.

Notes About Set-Up

Notes About Lighting

Other Notes

Take Two: Choose Your Topic and Draft Your Script Notes

1. Brainstorm topic ideas for your first video. Choose the topic you think will have the most impact on your business right now and which you can comfortably speak about to a friend.

Topic Ideas
Your Chosen Idea

2. Outline your video and keep that outline handy for when you record. You can also use either the scripted or off-the-cuff method. For the scripted version, write down exactly what you want to say. For an off-the-cuff version, create some clear bullet points to cover so that they're in your mind. Then put those aside.

Introduction
Video Summary
Video Content
Call to Action

3. Practice what you'll say out loud, as if to a friend. Time yourself to see if it's more than one minute. If so, cut it down.

Take Three: Hit Record - Tips for Talking, Looking, and Acting

1. Practice running through your video script on camera.

2. Watch what you've recorded and evaluate both your speech and body language using the evaluation sheet.
    Evaluate each element on a scale of 1 – 5 (1 being poor, 5 being excellent)

Element	Score 1 - 5
Relaxed state of mind	
Smooth and fluent speech	
Slightly slower speaking pace	
Natural intonation	
Sitting up straight	
Steady head	
Balanced body	
Mirror practice beforehand	
Maintain eye contact	
Looking away when natural	
Natural blinking	
Natural smiling as you speak	
Facial expression studying beforehand	

3. Record your video one or two more times until you feel your video is "good enough" (but it doesn't have to be perfect).

Take Four: Render and Publish Your Video

1. Evaluate your video for elements that might need editing and make notes

Elements to Revise	Notes

2. Compare editing software packages and identify pros and cons of each according to features and what you want to achieve.

Optional: If you want, go ahead and download a trial version and edit your video a little.

Smartphone Editing		
Platform	**Pros**	**Cons**
FilmoraGo		
Apple iMovie		
Adobe Premiere Clip		
Other		

Windows Editing		
Camtasia		
Windows Movie Maker		
Wondershare Filmora		
AVS Video Editor		
Other		

Mac Editing		
Camtasia		
Apple Final Cut Pro		
Wondershare Filmora		
Other		

Online Video Editing		
WeVideo		
VideoToolBox		
Other		

3.   Render and save your video

4.   Share your video online in at least two places and let your audience know about it.

That's a Wrap!: Conclusion and Next Steps

1.   Identify the tasks you need to complete to now get your video published and in front of your audience. Assign deadlines to each task.

Task	Notes	Deadline