

# Looking Good!



**How to Produce Your Own  
Trust-Inspiring Videos That  
Your Target Audience Love**

**Tim Dodd**



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*Magnify Your Mission : Multiply Your Reach*



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# Introduction - Where Face-to-Face, On-Camera Video Can Fit Into Your Business

High quality videos are an essential part of content marketing today. What we call "on camera" (or "talking head") videos are simple videos that show a speaker talking to the camera, without fancy effects, animation, and action. The video shows a person talking to the viewer and presenting useful information or explaining how to do things.

These types of videos are a critical part of your marketing, because they give you the opportunity to connect in a more personal way with your audience. When they hear your voice AND see your face, they know you're a real person. And that's what starts to build the trust that forms lasting relationships with followers and customers.

On-camera videos are also far easier to make than you might first imagine. All you have to do is set up your space, hit record, and talk. Get a good take and maybe edit a little, and you have a video that's ready for YouTube, Facebook, your blog, or anywhere else that you need to form a connection with your audience.

The only problem is that for many people, getting in front of a camera is a terrifying prospect. If you've not spent a great deal of time in front of a camera, creating even the simplest video like this may be a huge challenge. You may feel self-conscious, hate the sound of your own voice, or feel that you don't look "professional." There are also the technical challenges to overcome.

In this course, you'll learn how to create a basic studio set up and create on-camera videos with ease. At first, it'll be a bit awkward, but you'll learn tips to help you create more professional videos, and quickly overcome the unfamiliarity of speaking in front of a camera. You don't need to be an actor or have any experience whatsoever. You just need some strategies under your belt and a bit of practice.

## Why Your Business Needs On-Camera Videos

Videos generally perform better than any other type of content online and especially on social media. Businesses produce videos because they offer high conversions. Partly, that's because video is easy for your audience to digest and many people prefer to take in information in video form rather than by reading text.





On-camera videos help your business by giving it a human face, and this engenders trust. Especially for online businesses where there isn't typically much face-to-face contact with your customers, you need to create this type of human connection. Your on-camera videos show the world who you are, and show that your business is legitimate. You're not just some ecommerce site on autopilot.

Since on-camera videos can be casual, this informal feeling also helps to lend credibility. Your best on-camera video isn't a slick studio production. It shows that you're an ordinary person, just like your audience.

Video is also excellent for branding. It gives you a chance to show the world who you are and it helps you to create an accurate image of your brand in your audience's minds. Your videos make you memorable.

With on-camera video, you can show and not just tell. If you're explaining to your audience how to do something, you can demonstrate it for them at the same time. This is better than simple text with illustrations. A plumber can show how to un-stuck a sink; a mechanic can demonstrate a simple trick to get your car running better; an artist can show step-by-step how to create a certain craft; you can show your audience exactly how to get their golf swing right; and so on.

On-camera videos can cover many different areas of your business. You can teach people how to do things, introduce the members of your staff, explain tips to help people overcome their problems, take people "behind the scenes" in your business or industry, promote new products, and more.



Finally, on-camera videos are easy to produce. After you make the first few, you'll get into a flow where you can crank out a video whenever you have an idea for one. You'll think of a good topic, do a quick set-up, and less than an hour later you'll have a video up online. You don't need to worry about all of the expenses and resources that go into more complex videos.

The videos you produce will offer valuable content to the world that will get you exposure, SEO benefits, new eyes on your business, and potentially more sales. You'll have a whole new type of content to mix in with your text, visual, and other content.

The overall goal for your video can be as broad or as specific as you like; but it's good to identify a primary purpose for your video creation that will guide your decisions throughout the process. Examples of common goals for businesses when creating on-camera video include:



- **Teach customers how to do something** that requires more than just screen sharing. For example, showing how to fold up your portable pop-up photo backdrop requires a video of someone actually folding it.
- **Connect with customers on a personal level**, which is best done face-to-face. When you can't actually see someone in person in real time, an on-camera video can give the same sense of connection. It's also the easiest way to convey your thoughts and feelings, since people can see and hear you. That's one of the quickest ways to build trust.



- **Let customers know of a new product or service.** Seeing a real person announce the latest news from your business gives it more weight and importance.
- **Address misconceptions about the business.** When dispelling objections or addressing anything negative about your business, people need to see your face to know that you're sincere.
- **Reach a new market with a format they like.** Some people in your audience just prefer to see who they're dealing with.

Naturally, these examples don't cover all the goals you might have for on-camera video. Think about where you need to make a more personal connection with your audience. What do you want to achieve through that connection? That's your goal for your video.

**By the time you finish this course, you'll be able to:**

- Identify how you can use on-camera videos for your business and what results you can expect to get.
- Use the equipment you have at your disposal to produce videos, and decide what additional equipment you need.
- Pick topics for videos and outline your script so that you'll be ready once the camera starts rolling, and you'll get your point across clearly.
- Star in your own on-camera videos and look natural, speak comfortably, and feel relaxed in front of the camera with just a little practice.
- Save, render, and do simple edits on your video so that it's ready to post online where your audience will see it.

**Brainstorming Activity:**

1. Identify what's holding you back from creating on-camera, face-to-face videos.
2. List the main benefits you'll gain in your business from getting in front of a camera and recording short videos.
3. Write down the overall goal for one short on-camera video you'll focus on throughout the course.



# Take One: Set the Stage

The first step is to make sure you have the right tools to produce your videos, and we're going to start with the simplest and cheapest options. In fact, we'll start with what you already have. This is often sufficient for producing basic on-camera videos. Your videos don't need to be slick or complex at all; this will give you a baseline, and then you can upgrade as needed.

In this module, we'll discuss cameras, microphones, lighting, and other gear. Editing software will be discussed in a later module.

## Your Video Camera

First, let's consider some easy options that you already have. One is to use your PC's webcam. There's nothing wrong with this and many businesses use it for their on-camera videos.

The obvious advantage is that your webcam is already set-up and ready to go, and you have built-in software already for recording and editing that came with your computer. Before you invest in anything higher-tech, it's a good idea to try creating a video with your webcam to test the quality. See how it looks and see if it's something you can use.

The disadvantage, of course, is the quality. Your webcam offers the worst quality of any of the options we'll discuss here. However, there are some ways you can boost the quality and perhaps get a decent video out of it. One way is to invest in a better webcam that you attach to your computer. You can buy a good webcam for under \$100. This can be enough to turn your webcam video into something slicker and far more professional.

You can also augment your webcam by investing in better lighting and a better microphone. The best strategy is to do some trial recordings with the built-in webcam and then see what's lacking. For example, you might find that the video looks great but the sound needs improvement.

## Your Smartphone

Another option is to record on your smartphone. Many of the videos you see on YouTube are recorded on smartphones and modern smartphones offer excellent



sound and audio quality. One of the great things about smartphones is that you can record anywhere. Whenever you have an idea, you can whip out your phone and start talking. With a little editing, this could produce a video you can use. There are apps you can use to edit so your video can be shot, edited, and uploaded with nothing but your phone.

The disadvantage of recording with a smartphone is that your video looks like it was recorded on a smartphone. Again, check out some videos on YouTube and you'll quickly see which were recorded on a phone. You can mitigate this by actively trying to make it look like it wasn't recorded on your phone. The best way to do this is to use a tripod. Mount your phone and you'll cut down on the shakiness and accidental movements.

## **Pocket Camera**

You should explore the above two options first. If your webcam or phone is sufficient, you're ready to get started. But if you feel that you need to upgrade, either now or in the future, there are some options available that give you more flexibility, features, and professionalism.

Pocket cameras are small cameras that can shoot video. They're also called "point and shoot" cameras. They offer better quality and more options than a smartphone, but are just as mobile and easy to use (hence the name "pocket camera"). The quality of pocket cameras has improved over the years so that those on the market today offer nearly professional quality.

The best way to find a good pocket camera is to go to a nearby shop and actually handle and try one out. Models that have gotten great reviews online in recent years include the Panasonic Lumix series (\$500-700), Canon EOS Rebel T5i (about \$600), and Canon PowerShot G9 X Mark II (\$400-500).

## **Camcorder**

Camcorders are bulkier, but capable of capturing better quality video than pocket cameras. Modern camcorders can shoot video that approaches professional quality. They come in all price ranges, but you can find one for just a couple hundred dollars. One major advantage over pocket cameras is that they have a great deal of memory.

Popular and reasonably priced models include the Canon Vixia HF series, the GoPro Hero4 Silver, and the Sony HDRCX240.



## **DSLR**

DSLR cameras are the professional grade cameras that videographers use. They're the most favored for all types of video production. DSLRs offer stunning clarity, excellent depth of field, a great number of options in terms of focus and shutter speed, various lenses, and long battery life. The disadvantages are the high cost and the size and bulk.

Nikon offers a range of entry-level DSLR cameras that retail for under \$1,000 including the D3400, D5300, and D5500. There's also the Canon EOS Rebel T7i and T6i,

Start with the free options covered here, and before buying anything check it out first. Read online reviews to make sure it offers what you're looking for and if possible, try it out in an offline store. Keep in mind that you don't need fancy features to produce excellent on-camera videos. If you upgrade and pay extra for features you don't need, it'll be a waste of money.

Another tip on shopping is to decide on your budget first, and then shop accordingly. For example, decide that you want a camera for under \$400 that has a certain feature, and then stick to your budget and requirements.

## **Recording Software**

If you have a camera, you're ready to shoot. But if you already have some video editing software on your computer, you might consider using it instead of making additional purchases. Remember that the videos won't be complex and won't require a great deal of editing. Software programs that can be used for video editing include Camtasia, SnagIt, or the webcam software that comes with your computer. We'll discuss editing options in more detail in a later module.

## **Microphones**

Whatever camera option you choose, it will usually have its own microphone built in. If the quality sounds ok, try to use the microphone that comes with your camera so that you don't have to spend extra money. The huge advantage of the internal mic is that it doesn't require batteries or any extra gear, and it's already ready to go. But your internal mic may not be suitable. Internal mics often produce poor quality sound because they're so omnidirectional. This means that it picks up all ambient sound and not just what you're recording.



Again, create a video and listen to the sound. Once you hear it, you may realize it's lacking and you need to upgrade. Compare your video's sound to the sound of videos you find on YouTube and it's easy to judge whether the quality is sufficient or not.

You can boost your PC or smartphone's sound quality using an external mic. This is a cheaper option than upgrading to a better camera because of the sound. External mics can be attached to your computer or smartphone and are one of the first and easiest ways to improve the quality of your videos.

There are a number of mic types and which you should use depends on the specific use you have in mind for it. You should also consider connectivity. Make sure the external mic works with the device you're using to record.

The main four types of mics used for on-camera videos are:



**Desktop Mic** – Best for webcam video, desktop mics typically connect to your PC or Laptop via USB connection. They're the perfect option for recording at your desk as you won't need to move them around, and can avoid shuffling noises as you speak directly into the mic without holding it.

**Shotgun Mic** - Shotgun mics are the long, thin mics you see on professional shoots. They're useful because they're very directional. They pick up the subject they're aimed at and generally just enough ambient noise to make it natural but not distracting. A shotgun mic can be used at a distance to pick up someone speaking in a noisy environment.



**Handheld Mic** - A handheld mic is what you see reporters on TV using.

These are easy to use and you can control what it picks up, pointing it at the speaker or sound you want to capture. It makes your videos look "newsy," which could be an advantage or disadvantage, depending on what you're aiming for. You have to speak directly into them, but you can control the direction easily.

**Lapel Mic or Lavalier** - These are the mics that you pin to a shirt. They're especially useful when you're moving around and don't want to keep messing with the mic. They're great for interviews. The only disadvantage is that they're sometimes finicky and pick up random ambient noise (like the noise of the person's clothes shuffling around).

## Lighting

Lighting will have a huge effect on the quality of your video production. In fact, it can make a bigger difference than the camera you use or even the editing. You can use a lower quality camera but with the right lighting, get a great look. Your lighting influences the mood, the shadows in the shot, how your subject looks and how your subject feels.

First, try to choose a location for your videos that has good ambient light. Shooting outside or by a window with natural sunlight is often the best option if it's possible. Good ambient lighting can be all you need to produce a good video. If it's not, it's a great start and a little extra lighting can be just enough to eliminate shadows and create a perfect shot.

When choosing a location for shooting, walk around with your camera and a friend to act as subject, and take still shots in different areas. Look at the still shots and you can determine what part of the space offers the best ambient lighting.

## Three-Point Lighting

The most basic type of lighting is three-point lighting. As the name suggests, it uses three lights to control the scene: the key, the fill, and the back.

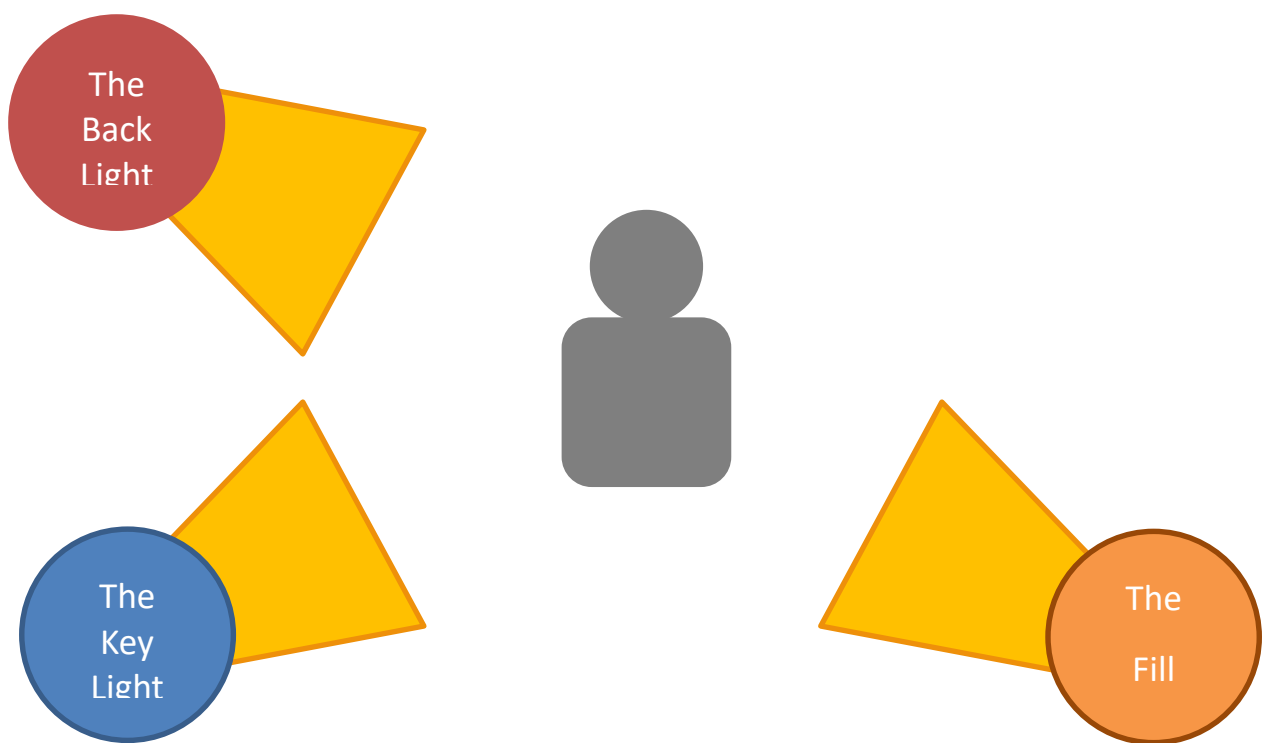
The key is the dominant light. It's placed at about a 45-degree angle to the left or right of the subject. It's positioned as though it were the only light, (but it isn't). It casts light on your subject but creates deep and dark shadows.



The fill "fills in" for the key light. It's placed in a similar way as the key light, but its purpose is to remove or lessen the shadows. It mirrors the key light but at a lower intensity. The fill is often placed on the other side as the key light. For example, if the key light is on the subject from the subject's right, the fill will be placed to the left to minimize the shadows.

The back light is cast on the background, giving it depth and separating the subject from the background. It creates form and texture.

Three-point lighting is just one lighting scheme. It's considered the most basic in video production. However, with the ambient lighting in the location you've chosen, you might find that you can get by with just a key light. If possible, it's good to choose one particular place for most of your on-camera video production. You might choose one spot in your house or office where you have reliably consistent ambient light and you won't need to change your lighting scheme each time.



## Choosing Lights

When choosing lights, keep in mind that no one is ever going to watch your video and say, "Wow, they're using XX lights!" Lighting has a very narrow purpose and you should buy the simplest, cheapest lights to accomplish this purpose. Basically, anything will do; but you have some options in terms of bulb types.



**Halogen** - Halogen is the most used because it burns intensely and provides soft, even light. Because a halogen light will burn so long, it's economical. The disadvantage is that it requires more power than other lights and also heats up a great deal, so you have to let it cool down after use.

**Incandescent** - Your desk lamp uses incandescent lights. They can be yellow or white and aren't terribly intense. They are cheap and use little energy, but burn out relatively quickly.

**Fluorescent** - Fluorescent lights use little energy and give off little heat. The tubes can be exchanged so that you can use one rig for multiple lighting options. Fluorescent lights provide a soft, even light.

## Other Gear

|                 |   |
|-----------------|---|
| Stabilizer      | • Holds camera or smartphone steady     |
| Boom pole       | • Lets you extend shotgun mic           |
| Stock mount     | • Mount for microphone                  |
| Headphones      | • For listening to sound playback       |
| Light reflector | • Helps you control lighting            |
| Batteries       | • Batteries and backups for all devices |
| Bags            | • For storage and transporting          |

### Stabilizer

You'll probably want to buy a tripod or some other type of stabilizer to keep your camera steady. With a good stabilizer, you can get even your smartphone-shot videos to look steady and professional. Buy a stabilizer that's appropriate for your camera and try to choose something light since you'll be lugging it around. For example, a monopod is a simpler and quicker option than a tripod.



## **Boom Pole**

A boom pole is the pole that you'll have seen photographers on film shoots use. You can mount a microphone on the end of it and hold it so that the microphone is close to the subject even when you're behind the camera. This is a good option if you're using a shotgun mic.

## **Stock Mount**

Depending on what type of microphone you're using, you might need a stock mount. This is a mount that holds the microphone in place so that it doesn't get bumped around and make extra noise.

## **Headphones**

You'll probably want a decent set of headphones. You need to hear what it sounds like as you playback and edit your video. You can't necessarily fix everything, but it's good to know where background noises are coming from so that you can avoid them in the future. Get a pair of headphones that cover your ears completely or a good set of ear buds.

## **Light Reflector**

Although not a necessity, you might want a light reflector. A reflector allows you to control light and shadows more accurately. With a reflector, you can control the light without using so many lights. Instead of the three-point set-up, you maybe be able to get away with just the key light.

## **Batteries**

You'll need to make sure you have the power supply to run all of your various devices. It's good to use batteries so that you don't have to run cables everywhere. Make sure that you have extra batteries with you at all times so that running out of juice doesn't derail a shoot that's going well.

## **Bags**

Finally, if you're going to be doing on-camera video in different locations, spend the money and buy bags for each piece of video gear you buy. Bags make it much easier to transport and store your gear. Also, with good bags, your gear will last longer and cut down on costs and headache buying new equipment.



## Setting up Shots

When setting up your shots, imagine a line going directly from your camera to the subject. Try to shoot subjects at eye level.

If you want to get creative, you can shoot downward or upward, but these dramatically change the feel of the shot. If you shoot downward at your subject, they'll look smaller and they could look somewhat childlike. Shooting upward gives the subject an imposing look. At eye level, the subject looks natural and professional.

You should consider using a backdrop. If you have a backdrop, you don't have to worry about the background of your shots. You'll be in total control of it. The color of the backdrop has a great impact on the feel of the shot. White can be too bright and colors can be distracting. Grey is a good color to start with. You might want to purchase a few different backdrops for variety and so that you can switch them depending on the nature of the shoot.

## Echo Control

You may want to have some soft household objects around to dampen the sound. If the room in which you're shooting has a natural echo, some soft furniture, cushions, pillows, or even a mattress leaned against the wall can remove some of this echo.

### **Brainstorming Activity:**

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.
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.



# Take Two: Choose Your Topic and Draft Your Script Notes

Now, you have all of your gear lined up and you're ready to get rolling. The next step is to decide on a topic. What are you going to talk about in your video? This is the most important consideration since it provides the content that'll make the video so valuable to your audience.

## Stick to What You Know

Many businesses that are just getting started with video or other types of content creation have trouble understanding that they are already experts. You may not realize it, but you're an expert in your field. Whatever you handle every day in the course of your business, you probably know more about it than your customers or your audience does.

For example, if you work at a pet supply store, you're an expert on pets compared to someone who doesn't. If you run an internet security firm, offer some tips for your customers to keep their personal data safe. A healthcare professional could introduce a new product or technique, or share some news from the healthcare industry. If you have a travel blog, you can talk about a trip you took, or tell people how you get good deals on plane tickets. A writer could discuss some easy writing tips.

Your videos can be on any topic, so pick a topic that you know well and can talk about easily. Stick to what you know. Try to find topics that would be interesting or helpful for your target audience. Start making a list. Think of it this way: You're using your video to impart your knowledge.

Here are some pointers to help you refine your ideas:

- Focus on your audience's problems. Pick a problem you can solve for them or at least discuss with in a one-minute video.
- Look at market research. What information are people searching for and how can you provide this information?
- Watch some of your competitors' videos for ideas. Can you offer a unique take on the same topic? Are there topics they aren't covering but should be?



- What questions do your customers often ask you? Make a video for each of these questions.
- Try to think of something you can demonstrate that your viewer can then try themselves after they watch the video to achieve some specific result.

You can also think in terms of what action you'd like your audience to take. For example, you might have a report you want them to download. You might want them to check out your website, or "like" you on Facebook. Base your video around this action and then give the viewer a call to action at the end.

## **One Video vs. Video Series**

Each video can be as short as one minute, or even less. So, what if you have a longer topic that takes a while to discuss in a satisfactory way? If you have a lot of information, you should consider breaking up your video into a video series.

There are two reasons for keeping your on-camera videos to close to a minute. First, it's much easier to produce short videos. Rather than creating one long video, you can create many short ones, which offer more opportunities for people to find you. But even more importantly, shorter videos perform better than longer videos on social media and other places online. There's nothing wrong with also producing longer, more detailed videos, but for our purposes in this course, we're going to stick with short ones.

## **Creating a Script**

As far as scripting your videos, you have a few options. One is to just talk off the cuff, ad lib. If you have a good, focused topic that you know about well, you can just hit record and start talking, and there's a good chance you'll end up with something you can use. Another option is to create a script, which you can then practice word-for-word. A final option is to create a rough outline of notes to follow.

Creating a script has pros and cons. The advantage, of course, is that you can stay on target and make sure you mention everything you need to mention. You can practice it and make it really smooth and slick. Scripting can save you time by helping you get your videos right the first time every time.

The advantage of making your videos smooth can also be a disadvantage. If a video is too scripted, it can look inauthentic and can sound robotic. Authenticity may be



what you're aiming to achieve with your videos. Talking unrehearsed makes it look like you're having a casual conversation with a friend. Also, reading from a script can produce a dull, monotonous video.

Creating an outline gives you the best of both worlds. For a one-minute video, a few bullet points will do. Write down the "must-say" details on a whiteboard placed off-camera and use it to keep you on track. You'll then have some room to improvise as well. Choose the method that works best for you.

## **Tips for Structuring Your Videos**

Go back to the goal you decided on earlier for your video and refine it a little further by outlining the specifics. Create a clear statement that says:

- "To tell people how to..."
- "To show people..."
- "To get people to..."

When you have this clearly stated, you can then more easily structure your content to achieve this particular goal.

Whether you decide to use a script or not, it's a good idea to script a short introduction to use at the beginning of each video. This should be very brief to just say who you are and mention your business. You might also script a brief summary of what the viewer can expect to get out of watching the video. If you watch some on-camera videos on YouTube, you'll see that this is fairly standard. You can use the same opening for all of your videos or create a template.

You can create a general template to use for all of your videos that goes something like this:

1. Introduction
2. Summary of what the video will cover
3. Video content
4. Call to action

Using a template makes it much easier because you can just plug in your content. It's also good for branding when each video follows basically the same format.



## Writing Your Script

If you decide to script your video, write in a casual, conversational tone. Try to avoid sounding like a textbook or sounding too formal. Remember, you don't want it to appear as if you're reading from a script. The tone should be like you're talking to a friend.

Make your script as brief as possible and, once it's completed, see if there's any place you can trim. Make sure that every bit of the script is strictly related to your topic, the goal you hope to achieve, or the action you want your viewer to take.

Try to make your script as fun as possible. If you can, inject some humour into it (but be funny cautiously so that it doesn't take away from the professional tone you might be going for).

If discussing products, emphasize their benefits, not their features. In other words, instead of focusing on the actual features of the product, describe these features in terms of how they improve the customer's life.

Finally, when writing your script, read it out loud several times to see if it sounds like you. Are you using language and words you would use normally when talking to someone? If not, go back and revise it until you sound natural.

### **Brainstorming Activity:**

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



# Take Three: Hitting Record:

## Tips on How to Talk, Look and Act

Now you're ready to hit the "record" button and start rolling. Lights are set-up, your environment ready and your script or outline is in-hand. It's show time.

If you don't have much experience in front of a camera, you're going to face a load of challenges just going through your outline and talking in front of the camera. It takes practice to become comfortable in front of a camera, but in this module, you'll learn some valuable tips on how to speak, body language, and how to relax.

### What to Wear

It's important before you start to give your clothes some consideration. What you wear can be distracting, or it can even mess with the lights or camera.

First, whatever you wear tells your audience something about you. If you're in a suit, it says that you're a professional and someone who can be trusted. If you're wearing an everyday blouse, your audience might feel like you're just like them. If you're dressed too nicely, your viewers might find it hard to relate to you.

Assess the tastes of your audience and consider your niche. Suiting up works well for niches like online business, finance, or internet security, where trust and professionalism are important. For more everyday topics, try dressing down so that your audience can relate to you.

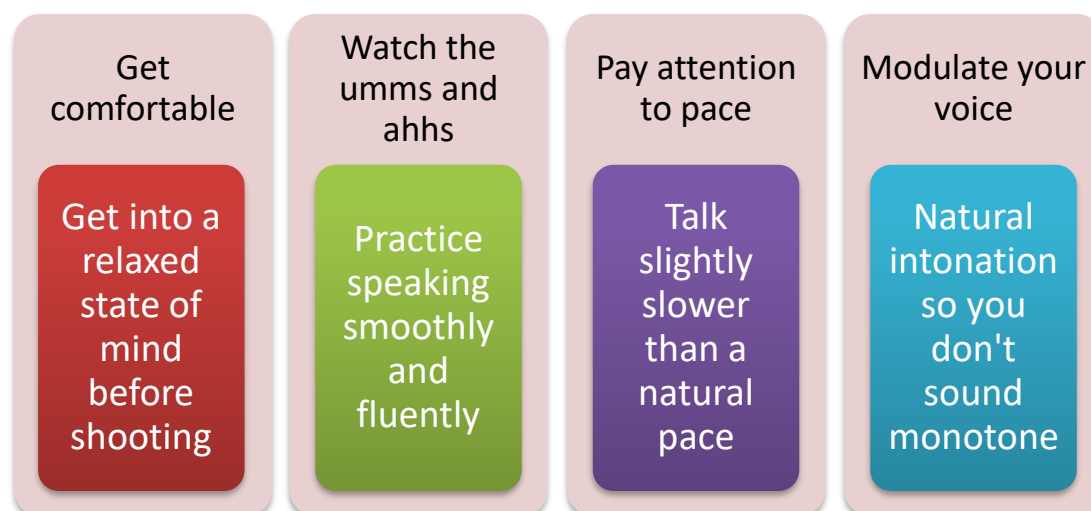
Whatever style you choose, make sure the clothes you're wearing are flattering to you. Wear clothes you'd wear in everyday life when you want to look your best.

Here are some general guidelines:

- The colours and patterns of your clothes should harmonize with the background
- Bright colours are okay, but make sure they don't clash either with other clothing items or anything else in your environment
- Avoid intricate or tight patterns that can cause problems with the camera
- Watch out for copyrighted clothing. You might not want to wear your Adidas shirt or Nike cap
- Always do a final check before shooting



## Speaking in Front of a Camera



**Get Comfortable.** How you feel will translate to how you look. If you're nervous, your viewers will know it. Make your environment as comfortable as possible. Don't wear clothes you don't ordinarily wear. Create some kind of ritual to get yourself in a relaxed state of mind before shooting starts and warm up so that you're not starting cold.

**Watch the Umms and Ahhs.** Watch out for involuntary "umms" and "ahhs." These are fillers we use in everyday speech, but when you watch them back on video, they seem amplified and they make your video annoying to watch. We do this subconsciously, so you may not realize you're doing it at all. Play back your first recordings and try to catch them. You may have to consciously keep this in mind while recording (scripting also helps).

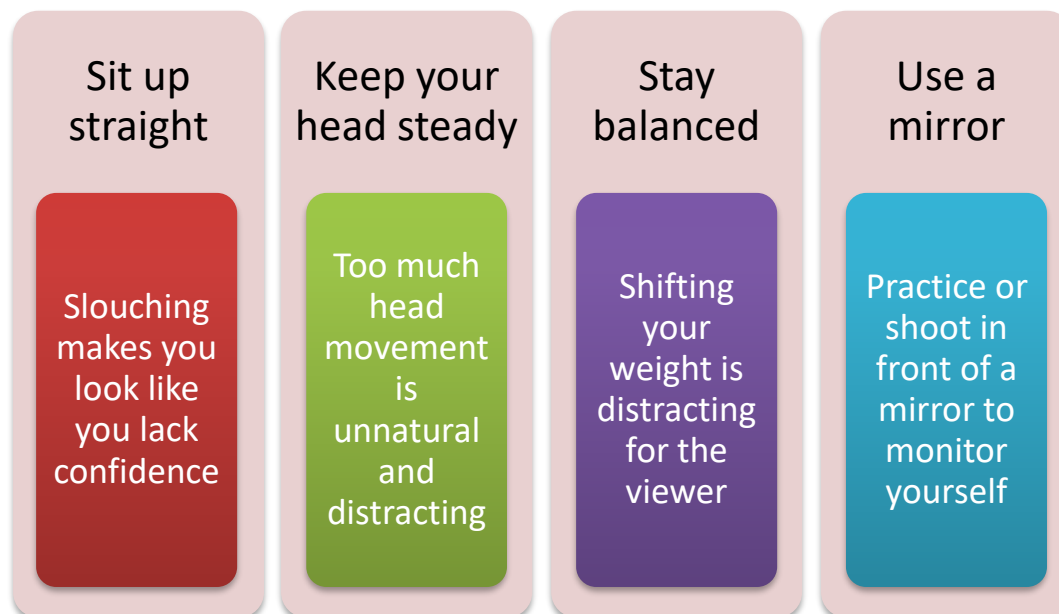
**Pay Attention to Pace.** You probably don't pay much attention to the pace at which you speak in everyday life, but for shooting video, it's something to watch. As a general guideline, you should speak at a natural pace, but a pace that's slightly slower than your usual speaking pace. Again, listen back to your recordings and modify accordingly. Whatever pace you choose, stick to the same one throughout your video for consistency.

**Modulate Your Voice.** If you want to create an extremely dull video, talk to the camera in an unmodulated monotone throughout. Speakers on camera purposely modulate their voice, often more than what is natural, in order to make it more interesting to listen to. You may naturally speak with a great deal of intonation. If



not, you should practice modulating your voice. Listen to professional YouTubers and listen to how this is done. Modulate only a little bit so that it's natural and not exaggerated.

## Body Language



Your body could be telling your viewers something you don't want it to, so it's very important to control your body language.

**Sit up Straight.** Sit up straight with good posture just like your parents taught you to. Don't slouch. Slouching makes you look like you're not confident. Make sure you keep it natural. Try straightening up now and you'll see that it has an influence on your mind, making you feel more confident and positive.

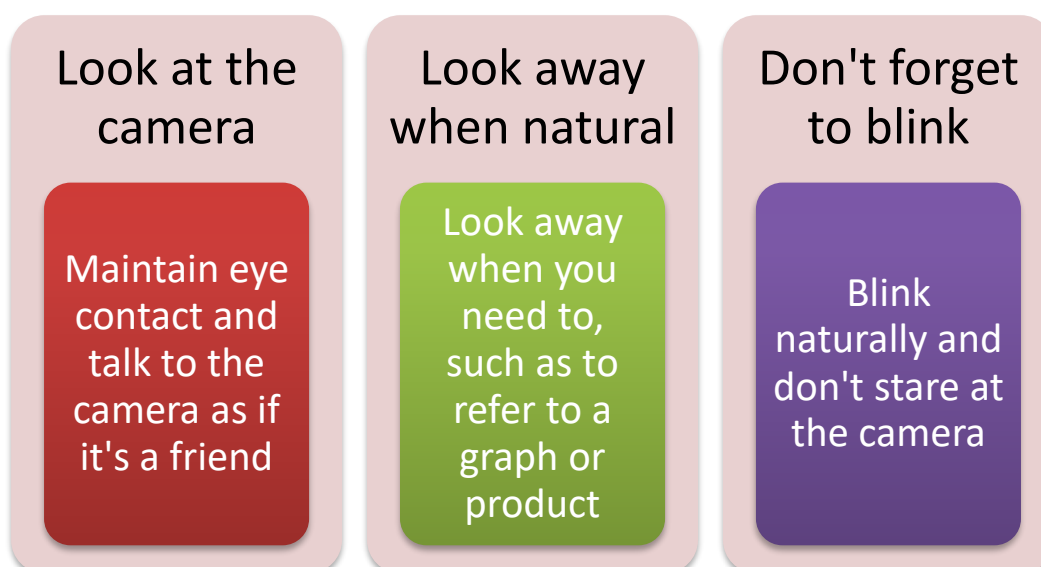
**Keep Your Head Steady.** There are some parts of your body that you can move around, like your hands. But you don't want to move your head too much as it looks extremely unnatural. Remember, your face is the focus of the shot.

**Stay Balanced.** Don't shift your weight back and forth if you're standing. This is very distracting. Maintain your posture and remain equally balanced on both feet.

**Use a Mirror.** You might consider placing a mirror somewhere nearby so that you can see what your body is doing. You can also practice in front of a mirror to perfect your body language. Using a mirror can help you cut down on time because you can correct your body language as you shoot, instead of seeing afterward on playback.



## What to Do with Your Eyes

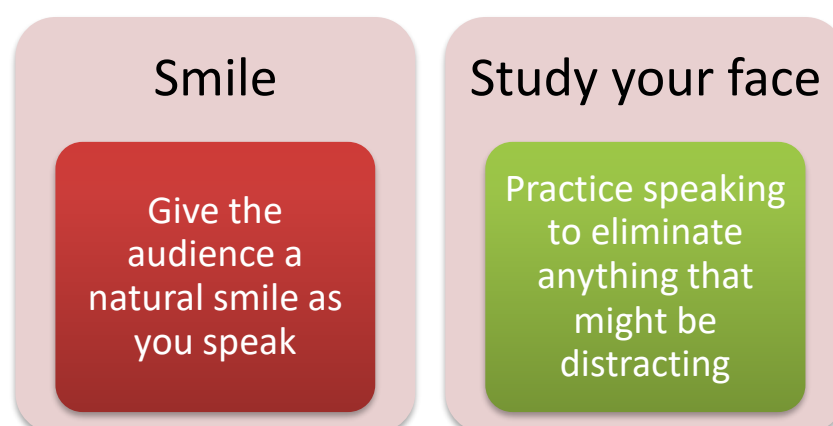


**Look at the Camera.** The camera is your audience. You're talking to it as if it's a friend of yours. For most of your video, your eyes should be on the camera. Make eye contact and imagine it's a person you're talking to. This feels strange at first, but with just a little practice, you'll get used to it.

**Okay... You Can Look Away.** While the camera should be the focus of your attention, you can look away when it's appropriate. You don't want your eyes to be unnaturally glued to the camera. If you're showing a product or using a graph or other visual aid, feel free to look away and in the direction of what you want your audience to see.

**Don't Forget to Blink.** Amateur video stars, in focusing on the camera, often forget to blink. Don't try to break the camera lens with your iron stare. Blink naturally just as you would in an ordinary conversation.

## Facial Expressions





**Smile!** No matter what kind of video you're making, you'll look better and it'll be a better video if you, the presenter, are smiling. It doesn't have to be a huge ear-to-ear grin the entire length of the video - in fact, that should be avoided as it looks unnatural and false. But in general, you should have a natural, relaxed smile on your face.

As strange as it will feel, you should practice smiling in front of a mirror and develop your camera smile.

**Study Your Face.** This is probably the least comfortable aspect of getting yourself used to video. We all have involuntary facial tics and habits that we don't realize we make. A tiny tic can not only be embarrassing for you when put under the spotlight, but it can be distracting for your audience as well.

Study the way you talk and make a conscious effort to eliminate anything that could be distracting. The same goes for body language, such as clearing your throat, wringing your hands, or bobbing your knee up and down rapidly.

## **What to Do with Your Hands**

The hand is a wonderful part of the body that we humans use for just about everything. But the minute you turn on the camera, you may feel like your hands are huge and in the way no matter where you put them, or what you do with them.

A great deal of on-camera body language issues revolves around your hands.

First off, don't try to hide your hands. Don't stuff them in your pockets or put them under the table. Keep your hands visible, even if they're just resting on your lap or on the table.

Like your face and voice, you may want to study your hands in the mirror or in your trial videos. Is what you're doing with your hands natural? Are they in the way? Does anything about them look strange when you play the video back?

It's fine to gesture with your hands as you would in ordinary conversation, but keep hand gestures natural and moderate. Use them to emphasize points if it feels natural, but don't overdo it. Too-big gestures are distracting and make you look nervous.



## Further Tips on How to Act in Front of the Camera

- Record a few trial runs and play them back and watch and listen. It may be painful at first, but this is how you refine your on-camera presence and learn to control your voice and body language.
- Use a timer when you run through your script or outline. Try to keep it as close to one minute as possible for your first videos.
- Even when just practicing, you might want to hit record. You could accidentally end up with a wonderful take when practicing because the pressure is off and you can be natural.
- Take sips of water between takes to keep your voice sounding loud and clear.
- Also between takes, do a little recharge. Close your eyes, look down, take some deep breaths, and regain your focus.
- If you're going to do any walking, put down tape or other markers on the floor and create a path to avoid any goof-ups and block your scene.
- After a few takes, and especially if you're finding some part of the video challenging, take a break and reboot. Come back to it refreshed.
- Don't be too much of a perfectionist. Aim for "good enough." It doesn't have to be perfect but just has to get the job done.

This last point is especially the case for your first video. The first one will likely be a little rough and you'll get better at it as you produce more.

### **Brainstorming Activity:**

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.
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 & Publish Your Video

Now that your first video is done, it's time to render and edit it so that you can see how video production works. Once you've completed this step, it's ready to publish on the web.

## Editing Software

If you conduct a Google search for video editing software, your head will be spinning before you even finish the first page of results. There are lots and lots of editing software options out there. They come in all price ranges and levels of complexity. But for our purposes, we need something simple that can render, edit, and publish.

Once you start producing videos, you might find that there are certain editing features you'd like to use. You may start getting more complex with your videos, going beyond the simple on-camera video. But for this course, you're going to choose the simplest options available that will get the job done. In addition to the advantage of simplicity, too much editing or too many effects may make your video appear inauthentic, which defeats the whole purpose.

As with your cameras and microphones, start with what you already have. If you need something more, try something free. And if you decide to pay for a premium program, try it out with a free trial and read plenty of reviews before you buy.

## Editing with Your Smartphone

There is a plethora of smartphone apps that offer simple editing capabilities which allow you to shoot, completely produce, and upload, all with just your phone. Here are a few that are popular and highly regarded for their ease of use.

[FilmoraGo](#) - FilmoraGo is a free app for Android devices that's extremely easy to use. It's the smartphone version of the popular PC program.

[Apple iMovie](#) - This is the app version of the editing software program that comes free with Mac computers. It works with all iOS.

[Adobe Premiere Clip](#) - Adobe has a number of excellent options for video editing on a smartphone. Adobe Premiere Clip is free and you can dump videos you're editing onto the PC version of the program for further editing.



## Windows Video Editing Software

[Camtasia](#) – Probably the most popular paid software for video editing. All the essential features that both amateur & professional videographers require.

[Wondershare Filmora](#) - This is a software program that's robust with features, but aimed at beginners.

[AVS Video Editor](#) - AVS Video Editor is a reasonably priced premium program that's more complex and offers essentially professional editing capabilities, but with an easy-to-use interface.

## Options for Mac

[iMovie](#) - The standard for Mac video editing is iMovie. It comes with Mac computers and offers simple and easy-to-use video editing.

[Apple Final Cut Pro](#) - This is a premium program containing advanced editing features.

[Camtasia](#) – Again available for Mac – One of the most popular go-to options for amateurs and even for professionals for video editing.

[Wondershare Filmora](#) - The Mac version of Wondershare Filmora and, like the Windows version, it's designed for easy uploading to Facebook and YouTube.

Another option is to use online video editors. These are online services where you upload your video to the site and then you can edit there. There are many available but two of the most popular are [WeVideo](#) and [VideoToolbox](#).

## Rendering Your Video

Rendering is a part of the editing process where your computer takes the data you've recorded and turns it into a viewable video. This is where you turn your video into a file that can be posted to a website or saved to a DVD and viewed by others.

Most recording or editing software will allow you to render your video into a viewable format when you're ready, and you'll need to do that as a final step of the video creation process. Some software programs do it automatically, while you'll have to do render your video manually with others. When looking at editing options, this is one thing to consider. When the editing is done, follow the directions to render your video, and then you'll have a file you can export and share.



When rendering, you have to choose a file format. You also have to decide on the resolution. For resolution, better resolution means a larger file. A larger file might mean issues with uploading, sending, and sharing, even though the quality will be better than that of a smaller file.

The best way to decide on format and resolution is to decide where you're going to post your videos and then choose the best option. For example, you can see YouTube's guidelines [here](#).

MP4, Quicktime, and AVI are all standard formats that are viewable pretty much everywhere. For resolution, choose the highest resolution allowed on the site on which you plan to post. This will give it the best quality possible, but also ensure that it's viewable.

## Where to Share Your Videos

You can now embed your videos in your website or blog so that people can view them. Here are some high-traffic video sites you should also consider:

➤ [YouTube](#)

➤ [Vimeo](#)

➤ [DailyMotion](#)

➤ [Wistia](#)

You can post videos directly onto most social media sites including Facebook, Google+, Tumblr, Twitter, Instagram, and LinkedIn.

If you're teaching people how to do something, you can post your video on sites like [Instructables](#) and [WonderHowTo](#).

Whenever you post a new video on your site or anywhere else on the web, let your social media followers and list subscribers know about it to drive traffic to it.

### Brainstorming Activity:

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



**Brainstorming Activity (cont):**

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.*

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

Now, you have your first video under your belt and you're ready to start producing more. Remember that learning is always a process. But hopefully your first video has given you enough of a taste of success, to realise that you're ready for and up to the challenge.

Working your way through the course, you learned:

- How your business can benefit from producing on-camera videos and why they're so effective
- The equipment you need to get started; starting with the simplest and cheapest options first
- How to come up with excellent topics for your videos, and all of the background work that goes into structuring a video before the cameras are rolling
- The techniques the professionals use to get comfortable and appear natural in front of the camera, and how you can practice and refine these skills
- How to choose editing software and the steps that go into editing and publishing.

With each video you produce, you'll find changes that need to be made or ways to refine your video. You might discover that there are certain pieces of equipment you need or additional editing features to produce the videos you want. Pretty soon, you'll be a seasoned pro video producer, knocking out on-camera videos whenever the mood strikes and posting them all over the web for your audience to enjoy.

## **Brainstorming Activity:**

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.



Has this this short report proven helpful?

Hopefully, it's provided you with a solid introduction as to how you might start to create some on-camera videos which will help to accelerate your business growth, if that's one of your primary, long-term objectives. And I'm sure that you also realise that there's a great deal more you'll need to do in order to get your business to the level that you truly want.

So, if you want to grow your business quickly, head over to...

[www.3dConsultingServices.com](http://www.3dConsultingServices.com)

and see how else we can help you achieve your long term goals faster.

We guarantee you'll be delighted you did!



## About The Author:



Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to [www.3dconsultingservices.com/call](http://www.3dconsultingservices.com/call) and select the appointment time that's most convenient for you.

There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

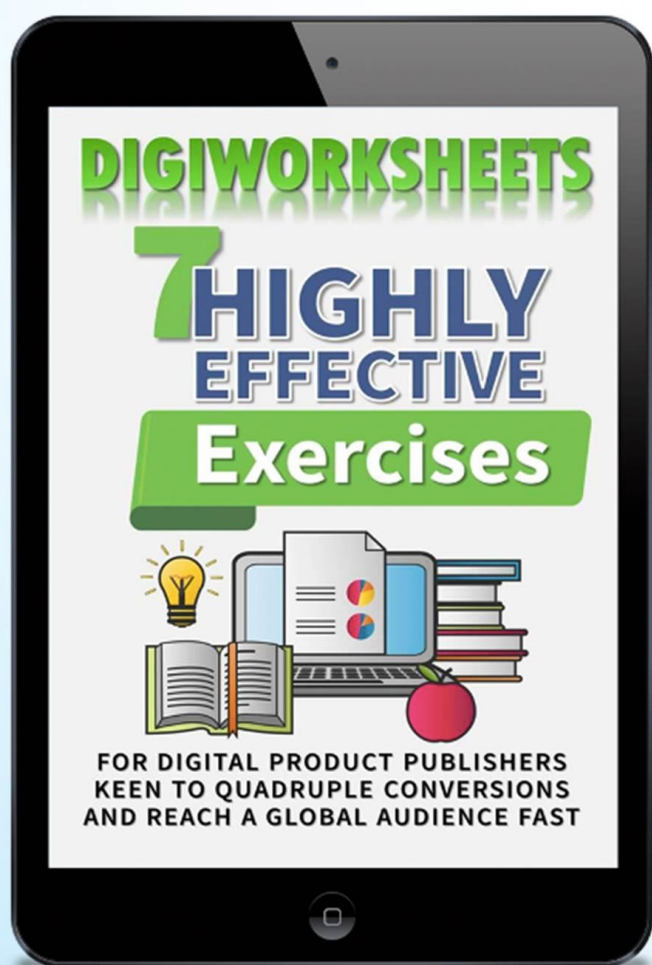
And, whether you decide to get in touch or not, may your God always be with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

*Tim*



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