

10 Tips to be Confident + Comfortable On Camera

Learn to Connect with Your Students and Create Fans for Life

By [Alexa Fischer](#)

Let me ask you... If you were given a choice between watching a PowerPoint presentation or a video featuring an instructor on camera, which would you prefer? Which would make you feel like you got to know him or her better? For me, seeing someone on video would be my choice every time. Why?

Because I want to learn from someone I like and trust.

When you look at someone's eyes, you feel the excitement they have for their subject. When you see their appearance, you learn about their personality and style. When you peek at their environment, you feel like you get to know them just a *little bit* more. And why does that matter?

When we create genuine connections with instructors, their teaching and their personality, we become students for life.

But, I get it... Being on camera seems intimidating, but it doesn't have to be.

Here are my top 10 TIPS to help you get started:

1. Squash the thoughts that have been holding you back.

Most people are afraid to put themselves on camera. That's perfectly normal! But if those negative thoughts are keeping you from starting, then you need to release them once and for all. Start by *writing down* all the sneaky fears you have. All of them. Once you bring them to the light of day, they instantly lose their power over you. Try it. You'll soon see that they're not so scary after all.

2. Commit to a positive attitude. It matters.

As you may know, energy is contagious. When you are feeling good, you radiate positive energy effortlessly. When you smile, people smile back. You walk into the room happy, your warmth brings lightness to others simply by your presence. On the flip side, it takes one grumpy customer barking at the person behind the counter to sour everyone's mood. Right?

The same holds true on camera. When you are having fun, enjoying sharing your story, feeling good and teaching with enthusiasm, people *feel* it. They love to watch you because you make them FEEL GOOD. They become hungry for more of that good energy and inspired teaching. They feel connected to you and inspired to KEEP WATCHING. It's win-win!

3. Check your equipment. You may already have what you need.

Convinced you need expensive gear to begin? Think again! You likely already own devices that can create incredible videos. Have an iPhone? Webcam? Tablet? Great. Explore all the ways you have to record video. Ideally you will use a high-definition camera and a way to record audio. Quick tip: Use your wired headset as a microphone and place it near you, out of view of the lens, and you instantly create better audio quality!

4. Start practicing casually. In everyday situations.

Do not wait until the stakes are high and you set up for the first time to create the best-promo-video-ever-to-make-tens-of-thousands-of-dollars-in-sales. It will not work. You will be awkward. You'll feel disappointed. And stressed out. And want to give up on the whole idea. Instead, practice, practice, practice in everyday situations. How about sending a birthday video to your Mom? Or doing a Skype call with your new pal in Romania? Once you put yourself in front of a camera, you are building the exact same skills you will need when you create videos for your courses.

5. Learn to love the lens. Your students will love you back.

Now that you are inspired to practice, go ahead and set up some Facetime or Skype calls. Now instead of chatting away like you normally do, I want you to LOOK AT THE LENS instead of the face of the person you are speaking to. This is the most important tip of all! Listen and *imagine* how they are reacting to you, but DO NOT LOOK AT THEM. This will help you get comfortable speaking into the lens, without the visual clues of your audience. It might feel strange at first, but it works. The person you are speaking to will feel like you are totally connected to them. Trust me.

6. Prepare, prepare, prepare. You'll be happy you did.

While I know it may be tempting to “wing it” when you hit record, chances are you will ramble on instead of delivering a confident and clear message. People have very short attention spans; so make sure you map out exactly what you want to say in advance. No matter what type of video you are creating, each video should have a strong beginning (state your intention), 2-3 compelling ideas (your content!) and a clear ending (or call to action). 1-2-3. It's that simple.

7. Scrap the script and speak from the heart.

Everyone prepares differently. It's true. Some people write entire scripts while others create outlines with talking points. If it makes you feel more confident to write out every word you want to say, great! Do it! But please note...**when you are speaking a script on camera, you are ACTING.** You are *pretending* that you are speaking in a natural, authentic way and it is simply MUCH HARDER to pull off well than if you were to speak without the use of scripts or Teleprompters. Use your script for preparation, but practice speaking the main ideas of what you wish to convey, so you can make your video as conversational as possible.

8. Set the Stage. Your background tells a story too.

Isn't it fun to take a peek into someone's world? Do they love art books? Have a fancy office with an orchid on their desk? Collect retro superhero figurines? Get creative when you are considering what environment to shoot your videos. Yes, you'll want to make sure you have great lighting. Of course you'll want to find a spot that's nice and quiet. And ideally, you will be able to set up with relative ease, but also consider how to share a bit more about yourself by the setting around you. Your attention to detail will pay off.

9. If you want to feel great, dress the part.

I don't know about you, but when I put a little extra effort to dress up and style my hair, I *feel* better. Let me ask you... What would you wear if you were teaching your students *in person*? Do you have a favorite shirt that flatters your eyes? Does your hair look awesome when you have it blown-dry? It's good to know! You'll want to polish your look so you can feel like your best self. A little powder is always good, too. Never let them see you sweat!

10. The Big Secret. It's about *them*, not you.

Have you ever noticed that when you are speaking with someone you know and like, you are never, ever thinking about what your hands are doing? It's true. You are simply engaged in the conversation, effortlessly connecting. Why? Because you are focused on *them*, not you. Speaking into the lens will feel strange at first, but when you focus on how you want your students to *feel*, you instantly take your attention off yourself. No more self-consciousness! Hallelujah!

When you are connected to your LOVE of your subject matter and your INTENTION to help your students grow, your good energy radiates from you effortlessly. Take these 10 tips and try them for yourself. Your students can't wait to meet you.



Hi, I'm Alexa.

I've been a Udemy instructor since 2012. With over 7,600 students and 6 published courses, I love the ability we all have to teach people around the world. To learn more about my work, feel free to visit:

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Shine on,

Alexa Fischer uses the skills she learned at The Yale School of Drama and on countless primetime television shows to help people speak with confidence and calm in any situation. Versatile and useful, her methods can be applied to boardroom pitches, public speaking, promotional videos, even cocktail small talk. Alexa is honored to have worked with Fortune 500 companies like Trader Joe's and SONY and smaller, philanthropic organizations like the Step up Women's Network and Dress for Success. She works with clients in group workshops, through online classes, and one-on-one, helping each person polish their speaking and presentation skills while tapping into their own greatness. To learn more, please visit her [website](#).