

Radiate Confidence

My Guide to Looking + Feeling Great

How to Build Your On-Camera Presence

If I've said it once, I'll say it a thousand times. **If you are having fun, your audience is having fun.** Having a fabulous on-camera presence is about releasing your inhibitions and allowing your incredible energy to shine. It takes practice, it's true, but when you do something enough, you begin to *feel* more confident and free.

When you plug into what you LOVE when you are teaching, your students feel it. They appreciate it. And they come back to learn from you because they like and trust you.

It's time to unleash your inner superstar.

Your Clothes: How to Dress the Part

I don't consider myself a fashionista, but I do think it's a good idea to think about what you will wear when you are filming. The truth is, your clothes tell a story and you want to give careful consideration to what story you are sharing. Here are a few basics to keep in mind:

- **Consider Your Audience:** Who is your target audience and how would you dress if you were teaching them in person? A course about interview skills for top executive positions might have a corporate look, where as someone teaching a course about wildlife photography might choose to look a tad more casual. How can you dress so that your audience feels like they know you, they get you and you understand them?

- **Wear Clothes that Compliment your Body:** If you have ever heard the comment, “Wow, that color looks great on you!” take heed. We all have colors that bring out the best in our skin and eyes, so make sure to wear items that look great on you. If you don’t know for sure, then why not ask a friend? Also, take extra time to make sure they are clean and well pressed. When you have a stain on your shirt, it takes away from your sense of professionalism.
- **Wear Clothes that Make You Feel Great:** Remember, your energy is key to being dynamic on camera. When you feel great in your clothes, it changes everything. Ladies, you know what I’m talking about, right? Gentlemen, trust me when I say, that feeling great in your clothes, is as important as looking good in them.

Remember, every detail in your video is telling a story, and how to present yourself on camera is as important as the words you say. As you decide on your wardrobe, here are some more tips:

- **Avoid busy patterns:** You want to direct the viewer’s eye to YOU, not the wild floral print on your blouse. Also, try and avoid black and white, both together and separately. They do not look great on camera. Stripes, polka dots, flowers... Save them for parties. On camera, a great solid-colored shirt tends to be best.

Your Hair

Every detail sends a message, so it’s worth mentioning your hair. Now, I am not suggesting you need to go to the beauty salon or the barber shop every time you shoot a video, but I do think it’s a good idea to make sure your hair is styled and somewhat put together, as if you were going to a nice dinner party. No need to over-think it, simply keep these few tips in mind:

- Make sure your hair is out of your eyes.
- Have it lightly styled so it looks neat and clean.
- Use products to keep the flying hairs under control.

Make-Up

Most people I know are concerned about how they look on camera. Now that we have addressed your clothes and your hair, let's talk about make-up. Now, the most important aspect of being on camera is for you to *feel comfortable*. Ladies, if you never wear make-up, then by all means you do not need to start now! Gentleman, make-up is also not necessary in order for you to look good on camera. It is useful when you want to:

- Even-out the tone of your skin
- Make your eyes “pop” on camera
- Cover up the shine on your face

One of my favorite items is POWDER. It comes in a few varieties and you can find all kinds in your local store. Try and find one that is translucent, so it will not color your skin. Either pancake (in a compact) or loose powder is fine (the kind you apply with a brush). A little goes a long way!

The Importance of Lighting

Never underestimate the power of great lighting! Your skin magically looks better, your eyes glow and you naturally pop in front of the background. This one aspect of video production is really very critical for you to actually *like* the way you look on camera! So here are some important guidelines to keep in mind:

- Ideally you will have an equal amount of light on both sides of your face.
- Try and avoid harsh shadows from above or from the side
- Use daylight as a primary light source
- If you are going to add light, use daylight rated or cool light bulbs.
- Use a dimmer switch to give you even greater flexibility.

Here are some of my favorite pieces of equipment to build your very own light kit:



Philips 424382 11-watt A19

LED Household Dimmable Light Bulb, Soft White

BUY: <http://tinyurl.com/q5n7n5p>



Bayco SL-300 8.5 Inch Clamp Light with Aluminum Reflector

BUY: <http://tinyurl.com/opb8h6n>



Lutron TT-300H-WH Electronics Plug-In Lamp Dimmer, White

BUY: <http://tinyurl.com/o3f386n>



CowboyStudio Set of Two 7 feet Photography
Light Stands with Cases

BUY: <http://tinyurl.com/qjor6yb>



300 Watt Softbox Lighting Kit Video Lighting Kit
Two Softbox, 2 x 135watt Flourescent Bulb, 2 x
lightstand- 5500 K, daylight

BUY: <http://tinyurl.com/prfsesd>