

Shining On Camera

Video is everywhere. If you have never considered yourself as someone who would end up in front of a camera, then think again. The use of video is growing rapidly and the sooner you can embrace it, the better. After all, people love to see the individuals *behind* the brand. If you want to build a tribe of fans or simply connect with your team virtually, then it's time to get comfortable on camera. It's not as scary as it seems.

You use the same skills on camera that you use when speaking in front of an audience. The trick is to do it with *ease*. With practice and a few essential tips, you are guaranteed to shine.

Let's get started.