How To...

CREATE
CAPTIVATING VIDEO

That speaks to your clients and gets your phone to ring

OVERCOME YOUR FEARS

Keep this in mind...

We're all human beings, we all make mistakes

When you make a mistake people will relate to you, <u>**so don't overthink it.**</u>

Especially if you are making a video, you can redo it any time.

But if you don't want redoing it all over, then you know better that *practice makes perfect.*

Whenever I speak in front of people or do videos, I do get nervous as well, everybody's does.

-Nick Macri

FOLLOW THESE SIMPLE RULES

WHETHER YOUR VIDEO IS LIVE OR RECORDED...

FOLLOW THESE RULES

- ✅ If you mess up, just laugh it off! Laughing on video is not bad, sometimes it keeps your viewers stay and keep watching you.

- ✅ When you talk in front of the camera, think that you're just in a video call with your best friend. It will help you feel more comfortable on camera.

- ✅ Keep it real and authentic.

  Just be you!

USE THESE TIPS

TIPS BEFORE YOU HIT RECORD OR GO LIVE

✓ Post some notes beside the camera, so if you think you're kind of OFF your script, you can easily find your way back.

✓ When you're doing a live video, take a short pause every time you jump to next topic. It will help you get your thoughts together.

✓ Test all your equipments before recording or going live. Like mic, phone, lighting, pc/laptop, platform integrations etc.

CREATE YOUR INTRO SCRIPT

✅ Greet your audience/viewers with energy and enthusiasm!

✅ Practice 5-6 words that you're confident in saying.

✅ Make sure that when you start the video, it is <u>YOU</u> that they see first.

✅ With structuring your content, follow the simple format, **<u>"Who</u>, <u>What</u>, <u>Where and Why."</u>**

PRACTICE

- ✓ Practice your script or pitch... Whatever the reason you're going live, practice in front of a mirror. It will help you. I know it's old school but it really does work!

- ✓ Grab your phone and record yourself while practicing. This way you'll see what you will look like when you record your video. It will also help you get comfortable in front of the camera.

- ✓ Build that confidence! When you're in an event, or if you go to a place with nice scenery, instead of taking pictures, do a V-I-D-E-O! It will help you build that confidence and you can also use it as your content!
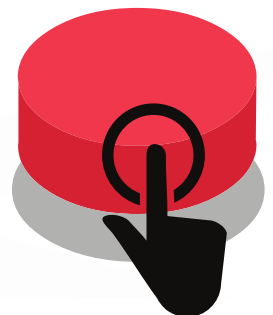
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