

# **How To...**

# **CREATE CAPTIVATING VIDEO**

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**That speaks to your clients  
and gets your phone to ring**

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# 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,  
so don't overthink it.**



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

*-Nick Macri*

**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*.**

# 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 YOU that they see first.**
-  **With structuring your content, follow the simple format, "Who, What, Where and Why."**

# 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!**

# More FREE Resources

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In This **Free Webinar**, I Will Take You By The Hand To Show You How To Attract More Leads And Build A High Converting Sales Machine With kvCore



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To REGISTER NOW!

