

Today is all about working with people – yourself and others – and how to get the best performance.

Watch the video and when you're done, check out more Tips below.

Enjoy!

STEP 5 - VIDEO SUPER POWERS

BEING ON CAMERA – YES YOU!

TEN TIPS TO GETTING OVER YOUR CAMERA WOBBLIES

I get it. Putting yourself on camera, talking about your business or industry, exposing your flabby bits and pimples, it's bloomin' scary. (I know you've just watched my first on-camera video series)

What if you stuff up? Maybe people won't like you. Will it ruin your reputation?

Whatever monster thoughts are racing through your head, thinking about a video with **you** as the focus makes you feel so damn vulnerable.

But park that thought for a thirty seconds whilst we explore why creating your own video makes SO much sense for your brand.

More and more customers are looking for brands they can connect with. Businesses that share similar ethos or beliefs, that care about them and that have awesome people working for them.

In life we form connections with people on this basis, so it's understandable that customers expect similar relationships.

Being able to see a "real" person as the face of a brand will certainly help them get to know you and develop these connections.

Ultimately it's about building the know, like and trust factor that works to turn people into customers and ultimately brand fans.

Being you, warts and all, shows customers the human side of your brand. It shows them the person or people behind the business, it delivers authenticity and helps strengthen that connection.

So yes it's a no brainer. But to overcome those niggling - and normal - doubts , keep reading...

1 DON'T BE A LONER

If you're feeling nervous about jumping in front of the camera, ask for help.

Maybe you need someone to film you, help you write your script, brainstorm ideas, do your make up. The more comfortable you feel, the better the shoot will go.

A wingman always makes a tough job easier.

2 PLAN & PRACTICE

There are very few of us who are able to stand in front of a camera and wing it. So don't try - instead prepare what you're going to say in advance.

Write it down, script it conversationally and in your voice.

Revise it, lose superfluous words and waffle and cut to the chase. Read it aloud. Then make bullet points.

Only then can you say with confidence that you're ready to start filming.

3 READING IS A NO NO

Read from an autocue or learn your lines?

Unless you're an experienced presenter, I'm a strong advocate of the latter. Reading lines from an autocue will ultimately look like you are reading lines from an autocue.

Instead retain the essence of the message, talk out loud in your usual voice and your message will come across as far more genuine; because it is!

If you really struggle to remember anything or have lots to communicate, then rely on editing to cover up your mistakes. That or record in bite sized chunks for memory and retention.

4 LOOK THE PART

If you're giving surf tips by all means front up boardies and a beach towel. If you're appealing to solicitors or financiers, you may prefer to wear a suit.

There are no hard and fast rules about what to wear, but know your audience. Casual or smart, either works.

The most important thing is to actually be presentable for your audience.

Make it is essential – yes even for men – it will avoid you looking washed out, smooth away wrinkles and avoid shiny sweaty skin.

Do a final mirror check before recording to avoid embarrassing and remove lettuce-in-teeth and fly-away hair.

5 DELIVERY

Try relax as much as possible. (Right, like that helps?!)

Imagine you're chatting to just one person on the other side of the camera lens. Be conversational rather than presentery. Be real.

Don't be like a robot. Use facial expressions and hand gestures to convey meaning and emotion; if that's how you usually speak.

Smiling is vital for human connection and for your audience to trigger those mirror neurons in their brains.

Train yourself to start each take with a big smile. Bigger than usual. No one's face looks good in pause mode.

If you smile your voice is lifted and if you audience see you are having fun and enjoying what you are saying and doing then they are far more likely to react in a positive manner to you and your video.

6 REHEARSE

I'll eat my hat if you get your video recorded in one take. No chance, nada, never. But that is fine.

The more times you practice, refining your delivery, adjusting your script and improving your performance, the more likely you are to nail it.

Seriously. Stop that inner critic berating you for stuffing up time and time again. Thanks to digital technology, there's no tape being wasted while you slip and stumble your way to perfection.

And heck you might be able to turn your stuff ups into a hilarious out takes video so it wont be a wasted effort!

7 RECORDING

Record you whole script in one go – sure it might work for you. But give yourself a break and chunk your script into segments.

Reframe between segments when you edit or add an effect. It's easier to learn and practice in chunks than to memorise a five-minute presentation.

8 BE KIND TO YOURSELF

Chances are if you are recording a video by yourself on your smart phone, then this is not your normal day job. So don't be too hard on yourself.

Absolutely EVERYONE is critical of himself or herself on camera, at the start.

Our default mechanism is to be self critical about the way we look, act, sound or even dress. But that's how your brain functions: using fear as a way to understand the world and getting it wrong.

You're okay – you've got this. Banish that inner critic. You're good at being you.

9 REFOCUS

Your heart is racing, you're sweating, your cheeks are pink. You say this stuff day in day out at presentations, but in front of the camera your brain has gone to mush.

People are staring at you, there's a distracting noise outside, your shirt fabric is irritating.

Hello irrational fear - you're getting in the way of a half-decent performance in front of the camera.

Instead refocus your attention away from the camera and the stuff that makes you feel uncomfortable. No one really thinks you're bad. Honest.

Concentrate on what you're saying, the value you are offering your audience, the amazing things you are saying that will help their lives easier.

10 REALISE THAT PEOPLE DON'T CARE

Well people do care but in a good way.

Rather than judging you on what you look or sound like, most likely they will admire your balls and your actions. Your fears around bad performance, negative self-image - hello, they are merely in your head. So forget what people think and give it your best shot.

So when it comes to video, it doesn't have to be this overwhelmingly hard, impossible, scary beast. But it is a wise business decision. You'll find that the more you do it the easier it becomes. Honestly.

But being in front of the camera is not for everyone.

So if in spite of all of the above, or you've tried and not nailed it, don't beat yourself up. Come back to it later, another time or not at all.

The fact that you've given it a go means you are serious about marketing your business or your brand and you will find other ways to put yourself out there.

