

**How to shine on
screen
(without fear)**

Who am I ?



- Self-shooting TV Producer/Director 11 years
- BBC - MTV - Channel 4
- Biggest Loser, Pimp My Ride, The Business Inspector.
- New to TV talent.
- Fitness, fashion, film, police, photography, baby bling.
- Time starved!

Who am I ?

VideoHero.com

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- Recognised the power of Online Video.
- Owning your own content and monetising.
- 24/7 virtual you.
- Video training courses.
- Coach entrepreneurs to make and market with video.

Importance of being on camera

- Face to face. (Scale)
- Transparency.
- Recognition. (Reality TV)



Standards are going up!

Problems

- “What will people think of me?”
- “I hate myself on Video!”
- “I am not as good as ...”



“What will people think of me?”

- People think more about themselves.
- Know you have something important to offer.
- People need your knowledge.
- It's your purpose.



“I hate myself on video”

- Everyone does. (Your perception of face and voice)
- Watch your videos back over and over.
- Target market will appreciate you for you.



“I am not as good as ..”

- I am not the best (but improved).
- Best possible self.



Master these 5 areas to shine on screen

- Your appearance.
- Location.
- Camera, lights, audio.
- Delivery.
- Edit sauce.



1. Appearance

- Scrub up. (appropriate to audience)
- Make-up - already covered.
- What not to wear ...



No

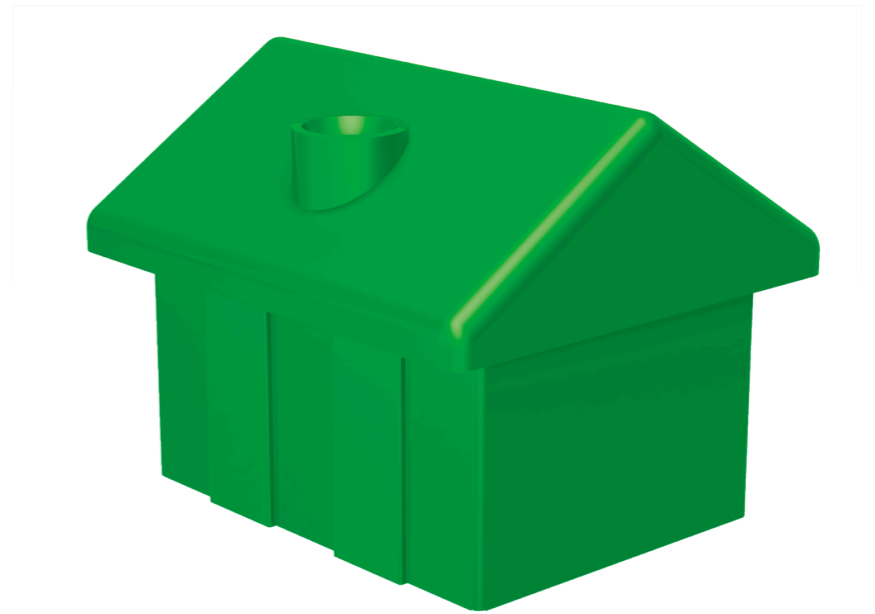


Yes



2. Location

- It's important!
- Unfair advantage.
- Tidy - treat it as your movie set.
- Props .. flowers etc. No swivel chairs!
- Examples ...



Dull?



More energy?



Too busy



On message



Symbolism



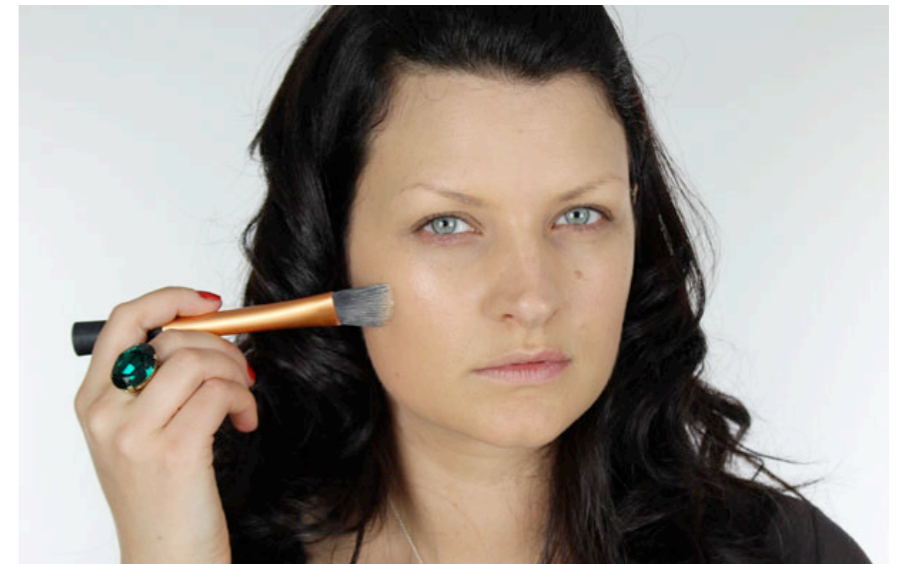
3. Cameras ... lights ... audio



Camera Height



Lighting



More in your free gift!

Audio



Blue Yeti



AudioTechnica ATR
3350



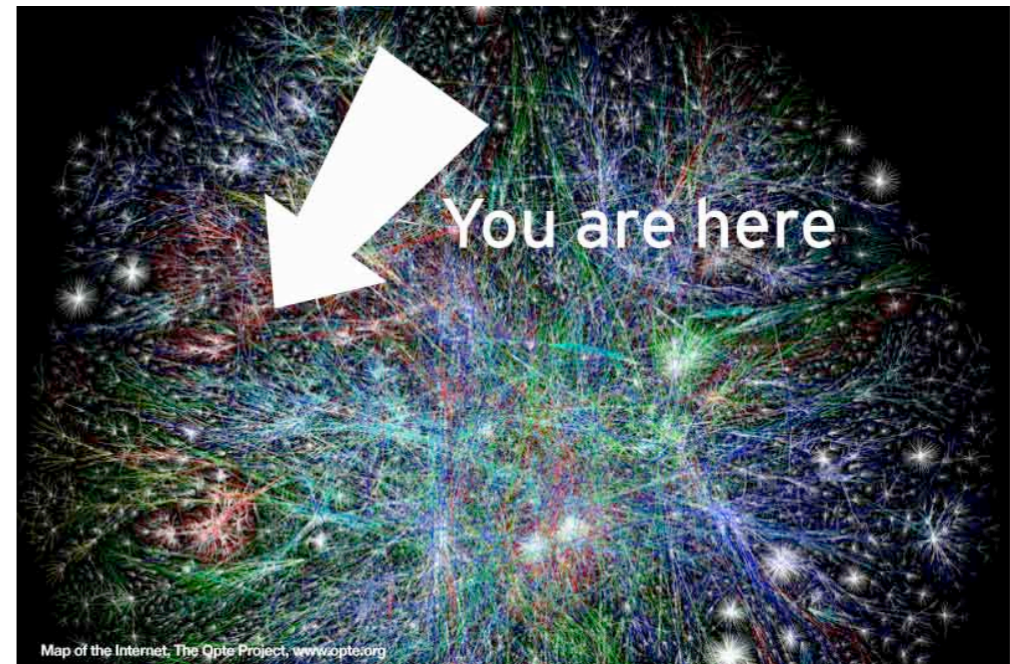
Sony ECM - AW3

Audio



4. Delivery

- When animated, happy.
- Raise the level.
- Presenter in a studio.
- Noisy coffee bar.



4. Delivery cont'd

- Speak to one person.
- Occasional glance away.
- Breath, Pace, Pause.
- Cue cards / iPad v autocue.
- Record, re-record, playback.



5. Edit sauce

- Editing - improves screen presence.
- Music.
- Adding B-roll/cutaways.
- The Zoom Cut.



Zoom Cut

[youtube.com/ijustine](https://www.youtube.com/ijustine)



Conclusion

- Share your message and get on camera!
- Define your avatar.
- Get the technical stuff right.
- Practice and playback.

getpaidforyourcreativity.com/gifts

- iPhone Video Marketing Manual
- Hollywood Lighting Webinar recording