

## **How To SHINE Like A Pro In Your Online Videos** **Video Master Class by Ashani Mfuko**

**\*LIVE ONLINE VIDEO  
MASTERCLASS\***



***"HOW TO SHINE LIKE A PRO  
IN YOUR ONLINE VIDEOS"***

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## How To Speak On Camera with Confidence

Make your viewers feel warm, welcome, and a personal connection to you. Plus, learn how to speak with authority to build trust with your viewers.

**Step 1: Stick to what you know.** Focus on topics that you the most knowledgeable about. Remember, you don't need to know everything about any given topic. You just need to know what you know (based on your own training, education, experience, or research), and know a little more than your target audience knows on the subject.

**Step 2: Prepare your physical self.** Spend time making yourself look, feel, and sound great! If you're comfortable wearing make-up, wear your make-up and style your hair in the way you would if you were making a television appearance, or doing a public speaking engagement. Drink LOTS of water (but not to much, because you don't want to have to pee while you're recording your video lol), and do a short practice run (like a dress rehearsal), of the main points you want to cover in your video, to get yourself warmed up. Do some stretching and breathing exercises, and say a prayer or affirmation beforehand, to get your mind and spirit in the right space.

**Step 3: PRACTICE...a LOT!** There is no better secret to making yourself feel more confident when speaking on camera, than doing it repeatedly, over and over again. As they say, practice makes perfect. Practice your on-camera speaking voice, and persona when you're not recording, and you're home alone. Record yourself practicing on camera, then watch yourself, and take note of areas where you need to improve. Eg: Are you saying "um" a lot, looking down, saying "like", etc.? Take notice, then practice more, working on those specific areas.

**Step 4: Prepare your notes with bullet points, ahead of time.** There's nothing worse than watching a video, that's supposed to cover a specific topic, but instead, the person is just rambling on, and on...and on! This is where your notes come in. Have your intro clearly written out, along with your main points (keep it simple, short, and sweet, 3-5 key points is more than enough). Also have your conclusion/call-to-action written down, so that you don't get off track at the end of your video, and forget to say it.

**Step 5: Speak as if you were speaking, in person, to a live audience.** Get our energy level up, speak loudly and clearly. Make eye contact with the camera, in the same way that you would make eye contact with the people in the audience, if you were speaking at a live event. Hold your head up high, push your shoulders back, suck in that

tummy, but don't forget to breather, and SMILE!! I know, it's a lot to think about, but hey, that's what practice is for.

**BONUS:** Don't be afraid to suck at first! Let go of your ego, and accept that your first few videos, may not be "all that", but it's okay. Just make sure that your video content is so good, that your video viewers will happily overlook any rookie, on-camera mistakes that you make. Don't let fear of perfection stop you. Just get started! Now!

## How To Structure Your Videos

Learn how to start your videos, to grab the attention of your audience immediately, how to keep them engaged, and how to finish your videos with a BANG!

**Step 1: Create an Attention-Grabbing Introduction.** Always start your videos off strong! Tell us what your video will be about, and what we can expect to learn or gain from watching it. Then, introduce yourself, and let us know who you are, what you do, who you help through your work, and share a short snippet of your background/ experience. This helps people to recognize why you are a credible person to listen to, on the given topic, and helps keep them engaged with you.

**Step 2: Break down the problem, myth, or issue that people typically face related to your topic,** and explain why it's so common, and how you can relate to it. This is a good time to share a personal story, or a client/customer story, to set the stage for your upcoming tips, or solution.

**Step 3: Offer tangible, clear, and simple solutions or tips to your viewers,** with helpful resources for them to use to reach the desired result or objective.

**Step 4: Give your viewers an opportunity to ask questions.** Invite your viewers to post their questions in the comments, and let them know that you will be happy to reply to them, in the best way you can. Also, invite them to give you suggestions for other video topics they want you to cover, in your future videos.

**Step 5: End with a strong call to action.** What do you want people to do after they watch your video? What's the next step you want them to take (just choose one). This can be anything from, subscribe to your YouTube channel, subscribe and follow your Facebook page to get notifications for when you are going live, click on the link to join

your e-mail list and get your free gift, tag a friend in the comments, share the video, etc. You decide what you want them to do next, then give them a clear call-to-action to do so.

**BONUS:** Add captions to your videos to get your viewers to watch for longer periods of time, and be able to gain value from watching it, even if it's on mute. This is a game-changer especially on Facebook.

## How To Convert Your Video Viewers Into Paying Customers

Your video is just one stop on your target audience's journey to becoming loyal fans and customers of your brand. Learn how to take them from watching your videos on social media, to becoming a paid client, that refers all of their friends!

**Step 1: Be consistent.** Come up with a consistent schedule for posting your videos online that your target audience can get used to, expect, and look forward to. When you show up consistently, you stay top of mind, and you also build trust and credibility with your target audience.

**Step 2: Create an incentive.** Give your viewers an additional incentive to stay tuned in to your online videos, whether it's an opportunity to get a free consultation call with you, a free product, a brand audit of some sort, a discount code, etc. Give them a reason to stay tuned in to your videos, until the very end.

**Step 3: Share your other helpful resources** that are available to them via your website, blog, or e-mail list. Mention it during your video and make them aware of it, and how to access it. When people ask a question, don't only provide an answer, but send them to one of your other resources, available through your website, e-mail list, or another video.

**Step 4: Have a clear call-to-action in every video.** Don't leave your video viewers guessing! Tell them exactly what you want them to do after they watch your video, i.e., subscribe to your YouTube channel, follow your Facebook page for notifications for when you're going live, sign up for your e-mail list, tag a friend in the comments, share your video, etc. Be specific, and always have one, clear call-to-action at the end of every video. You can reinforce your call-to-action with text or graphics as well. The goal is always to get your video viewers off of social media, and onto your website, then onto your e-mail list, to deepen their relationship with you, and to increase your accessibility to connecting with them.

**Step 5: Engage, inspire, educate, and follow up.** This is the magic formula! When you are consistently engaging, inspiring, and educating your fans and followers, you build trust and that likability factor with them. To top it off, when you follow up with them, either through DMs on Instagram, private messages on Facebook, e-mails, or phone calls, you further build that personal relationship with them, which then leads them to want to purchase from you.

### Getting Started Worksheet



*Fill in the Blanks  
below,  
to get started on the  
right foot!*

**Fill in the blank:**

- 1. (On a scale from 1-10) My confidence level for speaking on camera is currently at a \_\_\_\_\_ because \_\_\_\_\_.** I am committed to working hard every day to increase it to a \_\_\_\_\_, within the next 60-90 days.
  
- 2. My ultimate goal for creating online videos is to \_\_\_\_\_.** I will accomplish this by creating videos that provide \_\_\_\_\_ to my target audience, and posting them consistently, every \_\_\_\_\_.
  
- 3. My main area of expertise is \_\_\_\_\_.** My videos will only focus on topics related to my area of expertise, and help my viewers to \_\_\_\_\_.
  
- 4. I know that getting video views is not enough.** I must have a specific plan for how to get my video viewers off of social media, and onto my website, then onto my e-mail list. I will accomplish this by \_\_\_\_\_.
  
- 5. The special incentive that I will create for my video viewers is \_\_\_\_\_.**