

HOW TO SPEAK WELL ON CAMERA

CHEAT SHEET

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1. Record with no pressure: Talk about something that you're passionate about in a video (not to be shared anywhere), and take notes when you watch your video back, to see what you like about how you spoke, and what you want to change or improve.

2. Imagine: Pretend that you're speaking to one person that you really care about, and are very comfortable with, when you're speaking on camera. It will help to relieve some of the anxiety, and make you feel more comfortable, and come across as more relatable when you're speaking on camera. You want your viewers to feel like you're only speaking to them (one person).

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3. Slow down: Speaking too fast on camera can make your viewers feel uncomfortable, and make it hard for them to understand what you're saying. Also, some of your most important points might be missed, if you speak too fast. So slow down when you're speaking, be intentional about breathing when you speak, and also, take brief moments to stop, and create space in between your talking points, and sentences. This will help people process and remember what you're saying at a higher rate.

4. Take Your Energy Level Up: When you're speaking on camera, you need to take your regular, every day conversation energy up by about 50%, so that you can appear to have some excitement, and enthusiasm for what you're speaking about.

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4. Take Your Energy Level Up: If you're passionate and excited about what you're talking about, your viewers will be too, and you will captivate their attention. Smiling while you talk helps a LOT with this (unless you're talking about something super serious). So don't forget to smile too!

5. Be Inspired: Think of two or three people whom you admire, and who are great public speakers, and/or really great with speaking on camera. Take note of the things that they do, and let that serve as inspiration for you to pull from when you speak. However, don't ever try to copy someone else, or speak like someone else. You being your authentic self is one of the most important aspects of ensuring that your personality shines through on camera. We want to see and hear YOU, not you copying someone else.

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6. Create Talking Points: You need to know what you're going to say in your video, before you start recording, or go live. Take some notes down, or write down some bullet points, to ensure that you stay focused, and stay on track with your topic, and avoid rambling, and saying "Umm" or "Uhhh", or "Like", one million times. This also helps you to be concise with your content so that you don't constantly switch topics, and forget what you wanted to say in the first place.

7. Relax and Re-record: You do not need to feel stressed out or anxious about recording your videos. Take a deep breath, then take another one, and another one, and relax into what you're about to do. Tense energy is negative energy, and that's what we don't want.

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7. Relax and Re-record: Remember that you can re-record your video as many times as you like, until you get it just right, so there's no pressure.

8. Done is better than perfect: If you're aiming for perfection, you will never post a video online, EVER! lol So let that idea go. The goal is to get it done, and get it out into the world, so that the people who need to hear your message, can get the information that they need today. The more videos you do, the more comfortable you will become, and the better at it you will become as well. So get it done, and put it out there, even if it's not "perfect". (Perfect is not really all that relatable anyway.)

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9. Practice, practice, practice: The only way to get better with speaking on camera, is to speak on camera! You have to do it a lot, and put yourself out there. Just like with dancing, the more you do it (with intention), the better you will become. So keep practicing, and start posting videos daily! Instagram Stories are a great, no pressure place to start. Then you can work your way up to going live. But you have to start somewhere.

10. Look directly into the camera lens: When you look at and focus on the camera lens, while you're speaking, your viewers feel like you're looking directly at them. This helps to create a more personal connection with them. It also helps you to avoid looking down, or looking around while you're speaking.