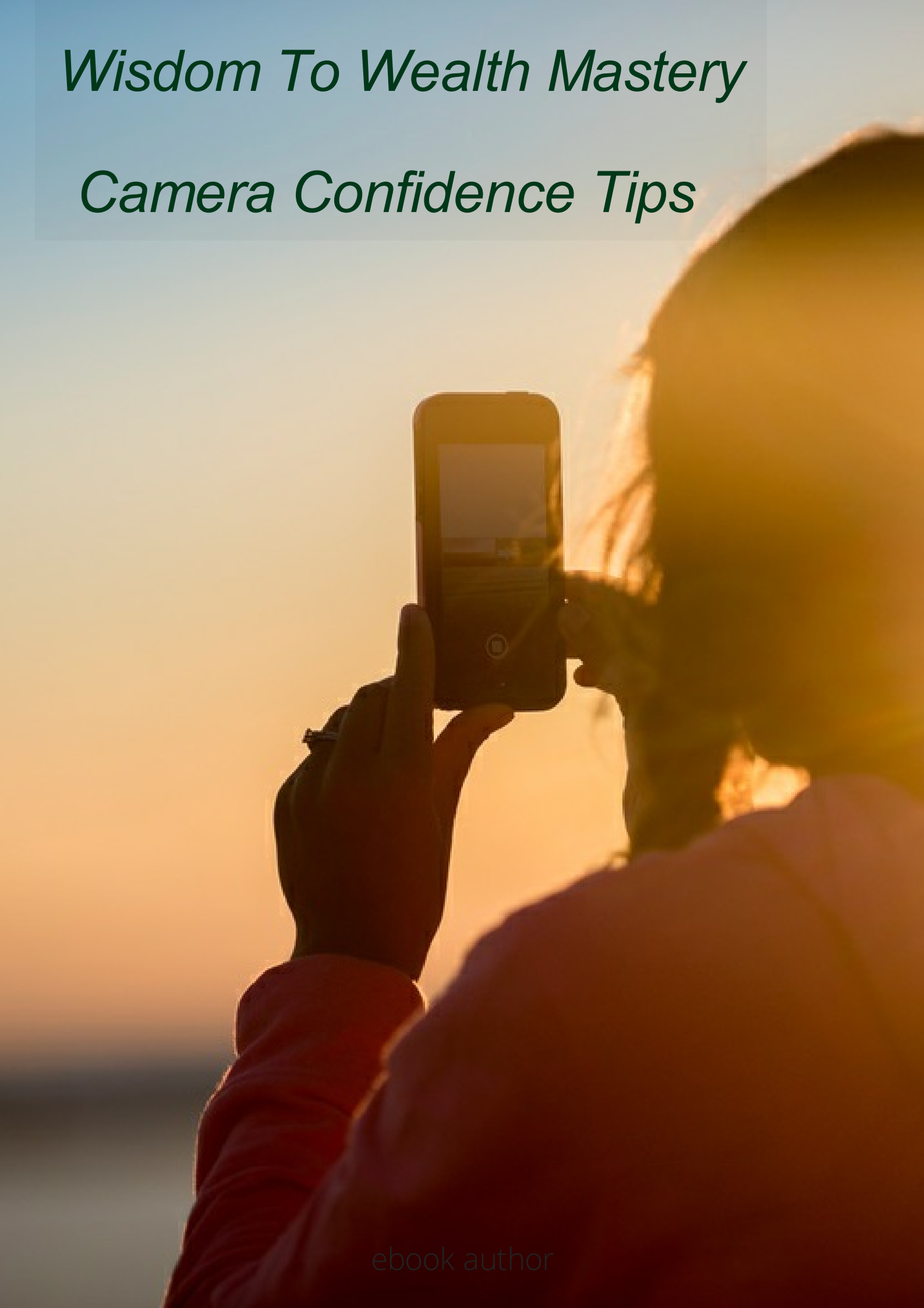


Wisdom To Wealth Mastery

Camera Confidence Tips



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Welcome to my Camera Confidence Tips, where you will learn how to lose your video fear and become confident on camera.

In our rapidly changing world, the ability to speak with confidence and present yourself on camera is more important than ever.

Until today, we have always lived our lives with a limited horizon, mainly within our local communities.

But no longer, for within a few years, our horizons have disappeared and limits exist only in our minds.

We live in an amazing age, where if you have a message, which the World needs, you can reach anyone, anywhere, and improve their lives, with your Wisdom.

But for you to benefit from this new opportunity, those who need your message have to come to Know, Like and Trust You.

There are many ways to achieve this trust, but video has been shown time and again, to be your most powerful and effective medium, for the simple reason, video shows who you are and brings you right into the world of those, who are searching for you.

Watching a video or having an online video conference with you, feels like meeting for a coffee. Within a few seconds, the barrier of the video or computer screen vanishes and you connect.

However, your new and powerful ability to connect means you have to learn how to connect and communicate, effectively.

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Hence, the ability to speak with confidence has become more important, yet we all know speaking in public or on camera is people's #1 fear.

As with all "Fear", you choose to interpret Fear as -

Failure Expected and Received
or
Face Everything And Rise

So let's choose "Face Everything and Rise" and learn some valuable and practical tips on being Confident on Camera.

How is being one on camera or video different from speaking on the stage?

The obvious one is -

1. The Lack Of An Audience.

When recording a video on your own, you lose the visual and other sensory connections, we make with our audience.

You have been used to speaking on stage and responding to audience feedback to gauge and guide your presentation, so this audience absence can be very disconcerting. It feels as though you arrived to present your wisdom, but the room is empty!

Video conferencing and live streaming video allows some audience participation, which is why it has rapidly become a popular way to create video.

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2. Your physical appearance

With video, you will worry more about your appearance, when recording, especially if you are a woman.

It's my guess, you are more concerned, because when presenting on stage, once your talk is over, it's over.

There is -

- No record of your presentation and any mistakes you think you made.
- No way to rewatch your presentation and obsess over your delivery.

Once done, it's done!

- Even if your "from the stage" talk is videoed, you are less concerned. Your audience is in front of you, demanding your attention, so you forget about the video camera.
- But put yourself in front of a camera lens, all on your lonesome and suddenly you feel vulnerable and hesitant about hitting the red button.

Here is a Secret Truth - The only person who is worried about how you look on camera, is you. No one else cares! All they are interested in is your message and how it will solve a challenge they have in their life.

Here are my 6 Best Tips, for making you feel comfortable on camera

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They fall into 2 categories -

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1. Three Preparatory Tips

2. Three Videoing Tips

Preparatory Tips -

1. Make Up

Lighting is very important when creating video.

You will need good lighting, which means good make up.

If you can apply your own stage make up, excellent. If not, many make up stores will offer free make overs, as long as you don't mind being a demonstration guinea pig in the store - worth asking!

Avoid a shiny make up base or you will glow like a light bulb under lights.

This might look cute or entertaining but is unlikely to be the effect you are looking for

Having said this, I am not proficient at my own make up, so when I video, to quote Nike, I "Just Do It".

,Better a video make with poor make up, than no video at all!

As live streaming becomes more popular, make up has become less important, in favour of "au natural".

2. Clothing

Solid rich colours are preferable.

Avoid highly patterned shirts or blouses, as they can create crazy, distracting effects on the video that will make you cross-eyed.

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Avoid clothes that rustle - the microphone will pick up this noise.

Unless you are young and firm skinned, it is preferable to cover your arms. With bare arms, someone might whisper the words "Chicken Flesh" - that will do it!

If you plan to create a series of videos, on one day, have changes of clothing, so the videos don't all look as though they were videoed, one after the other.

Many videos are "talking head" videos, where you only need to concern yourself with clothing on the upper half of your body, but check ahead of time, if someone else is creating the video for you.

Will the video be upper body or full length?

3. Bling

Bling can wreck a video.

Oh, I have seen this so many times, usually on a TEDx or similar event, where the producers are not too video savvy.

A beautiful woman comes out to give her signature talk.

She is ready to rock and full of confidence.

I look at her bling and so often, my heart sinks as I say to myself "Oh Dear, here we go".

Sure enough, her entire performance becomes "Ruined By Bling" - such a sad epitaph!

Why? Earrings, necklaces and bangles clang, jingle and zing, all of which are picked up by the microphone.

Sound or audio quality of a video is much more important for our brains than video quality. A repeated clicking, or clanging drives us crazy.

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The most common culprits are earrings combined with a head set microphone, such as the type used in TED Talks, where the microphone is fixed around the head, coming forward from under the ear and around towards the face.

Dangling earrings hit the mic bar and make a surprisingly loud sound.

Wear earrings but ensure you wear studs, which will not affect a microphone.

Bangles and necklaces that move and make a noise will similarly wreck a video recording.

Videoing Tips

1. Prepare Yourself

To record an effective video with your valuable message, you need to prepare yourself.

Standing up, looking at the camera, hitting the red button and recording your message will create a video, but is unlikely to produce a meaningful connection.

Without preparation, you will stand before the camera and look into the cold, hard blackness of the lens. This blackness does not make you bond with your audience.

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Here is my routine for preparing myself to create a video, which will engage my listener, by imagining him or her in my mind.

To prepare myself, I go into my mind, centre myself and calm my thoughts.

Next I conjure up a vision of the person, who needs my message.

Notice I say, the person, not a person and this makes all the difference.

Saying to yourself, I want to talk to everyone who needs my services, won't work, because this is too broad an idea. There is no one person in your brain.

When you meet a friend in the street or are coaching, one on one, in a video call, you are speaking to one person. You are not thinking of all your friends or clients.

Your video works the same way.

You speak to "The One".

You "see" them in your mind.

If you can't conjure up a mental image of "The One", then imagine someone you love and speak your message to them.

Once you have "The One" in your brain, take a deep breath, blow it out and centre yourself deep in your chest, and feel the emotion of love and joy.

Now you are ready to push the red button and record.

Count to three, then as you begin to speak, smile, smile with your eyes, look through and beyond that black lens and "see" The One, you are talking to looking back at you.

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You will now project the emotional connection, they need to become engaged.

2. Ham it Up!!

No one believes this at first, but "Ham It Up" - overact to the point of feeling silly.

The biggest difference between speaking before an audience and presenting on camera is your body language and tone of voice.

When teaching my clients how to present on camera, I guarantee they are skeptical at first, so I let them record their video, either in a normal voice or with slightly ramped up enthusiasm.

On replaying the video, their presentation is flat and uninteresting.

Who knows why, but when you are on camera - TV Studio or Video - your normal voice sounds flat and boring.

So take heart and Ham It Up - it's almost impossible to over do it!

3. Keep Your Message Short and Sweet

For your first videos, keep them short and sweet.

3 minutes is the maximum and before you record, take the time to hone your message, choose precise words and deliver a concise message, with a simple call to action at the end.

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There's a mantra out there that we humans have an attention span less than a goldfish, so less than 8 seconds.

I've not seen any comparative, double blind controlled trial of humans v goldfish, but let's accept this statement and say you have only 8 seconds maximum to grab your viewers attention, so make your first words punchy and relevant to them, so they want to know more.

These are my three top tips, but within [Purse Power](#), you will find many more tips on how to present yourself and how to make your videos look great.

Click the link for more information on [Purse Power](#), which takes you, click by click, from A-Z, from creating your video through editing, uploading, YouTube creation, video blog, video and social media and live streaming - all with your smartphone, the powerful HDTV Studio, you carry around in your Purse.

Video is your most important medium to extend your reach, influence and to become known, liked and trusted, so it's time to become comfortable on camera and send you message to those who need you.

And remember, no one cares how you look!

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