

CELEBRITY VIDEOCHARISMA

SPEAKRETS™

DISCOVER YOUR ON-CAMERA STAR QUALITY!

We human beings are hard-wired to connect and communicate face-to-face, but – let's face it – we haven't been doing much of that, reaching out instead using email, text and IM.

Well, we all now have the power to change that and join the (currently) short list of savvy marketers who use video. These marketers have discovered what a powerful tool it can be to connect with clients and customers, grow their businesses and reap big rewards.

The other truth is video scares most people to death! In our celebrity culture, with one star more beautiful and appealing than the next, you'd have to be a little crazy to volunteer to see yourself up close and in high definition!

I'm a show-biz veteran with plenty of training and I certainly didn't want to (btw, neither do my Oscar-winning celebrity clients!). But I recognized there was no escape and if I wanted to get out in front, I'd have to buck up plunge in. And I'm so glad I did because my business has just exploded.

So, yeah, crazy like a fox.

Now, it's *your* turn to discover *your* on-camera star quality!

To help you on your journey and speed up the process, following are my top **Celebrity VideoCharisma Speakrets™**...

VIDEO CHARISMA

Celebrity VideoCharisma Speakret™ #1...

You get used to seeing yourself on video. But only if you do it!

Getting used to seeing yourself as others see you is half the battle. When we look in the mirror, our eye naturally corrects for the asymmetry of our face. Not so with video. But you can't get used to it if you don't do it! So, **G.O.I.** (Get. Over. It.) and **G.I.D.** (Get. It. Done.)!

Celebrity VideoCharisma Speakret™ #2...

You'll probably need several takes to get the right one.

Especially if you're just starting out. (I remember doing 50 takes a couple of years ago... yikes!). There will be days when you just cannot get a decent take, so just pack up and try again the next day (ugh, I know, but so worth it). Here's the good news: You'll need way fewer takes after you've practiced for a while.

Celebrity VideoCharisma Speakret™ #3...

Treat the camera as if it's your best friend.

This is really hard to do because the camera is inanimate. It doesn't give you any feedback. So you have to pretend, like actors do, that someone is behind that lens, reacting right back at you. Envisioning it's someone you like (client, friend, family) makes it much easier.

Celebrity VideoCharisma Speakret™ #4...

Look into the lens.

This is key. The lens is where your audience is, where you make the connection. It's especially challenging to do this when you are seeing your own (primping like I do) or another person's face on the screen – so tempting to focus on the face instead of the lens. But you must resist.

Celebrity VideoCharisma Speakret™ #5...

It's not about perfection; it's all about *connection*.

All you perfectionists, stop it! (I'm the president of the Perfectionist club, btw). In fact, people don't connect with someone who looks perfect and never stumbles – we connect with those who are more like we are. You just have to be good enough to project your unique presence and charisma, which will enable you to get your message across.

Celebrity VideoCharisma Speakret™ #6...

Daylight is the best light.

If you can't get outside, position your camera or webcam so you are facing a nice, bright window. It confers a warm glow... and camouflages a lot of flaws, which I love ;-). See if you can capture that catch-light in your eyes, which makes them sparkle.

Celebrity VideoCharisma Speakret™ #7...

If you do need artificial lighting, start by using what you already have.

Of course, we can't always shoot videos during the daylight hours. So use what you have including desk and floor lamps with shades removed. But remember: Video eats light for dinner and the smaller the lens, the less light it captures. Even if it looks bright to the naked eye, test your video to make sure it's bright enough. You can also create decent lighting cheaply by purchasing work lights from your local big box store.

Celebrity VideoCharisma Speakret™ #8...

Makeup is a must.

Makeup should enhance your best natural features. Street makeup – what you'd wear to work – is usually adequate. Use dusting powder to eliminate shine. Gentlemen, you also need to use powder for that reason (and don't forget any bald spots). **NOTE:** TV studio settings are different due to the intense lights, and if you don't have access to a makeup artist, you'll need to slather it on yourself. Men, too, and btw, a little eyeliner and mascara won't kill you.

Celebrity VideoCharisma Speakret™ #9...

Solid colored clothing works better than stripes or small patterns.

Have you ever seen someone on TV and it looks as if his tie is dancing or her blouse is shooting out neon lights? That's a phenomenon known as moiré-ing. To avoid it, choose solid colors. Contrast is ok, so, say a brown jacket with a cream-colored shirt. Experiment with colors and see which ones pop.

Celebrity VideoCharisma Speakret™ #10...

Be physically expressive.

Most movement on video takes place from the waist up. So move your head and use your hands. Keep them low and don't wave them in front of your face. Be advised, however, that the closer you are to the video (the tighter the shot), the more distracting too much movement will be (I am still working on this, myself). Watch broadcasters and emulate them.

Celebrity VideoCharisma Speakret™ #11...

Be vocally expressive and avoid the "corporate monotone."

Corporate has ruined voices by squeezing out all emotion and encouraging hushed tones. Since voice is a vital video component, especially if you're doing screencasts, your voice needs a pleasing tone, a lot of expression (vocal variety), and crisp diction. Accents and dialects are fine – as long as you are comprehensible. A great voice alone can be very persuasive.

Celebrity VideoCharisma Speakret™ #12...

Keep your videos short.. Grab, give, and go!

Attention spans are shorter than ever and unless you **grab** people's attention right away, after about a minute, you will lose them. **Give** them great info they need and are looking for and **go** – get the heck out of there! Keep videos under 60 seconds when you're starting out. Once you prove you can deliver information of value, viewers will stick with you longer. If you must go longer, think about doing a series of shorter videos.

One final thing – those savvy marketers I mentioned on page 1? They're hoping you **DON'T** catch on to video because they know how effective it is and they'd rather not have the competition. Don't let them get away with it!