



*DISCOVER YOUR
ON-CAMERA STAR QUALITY!*

WEBINAR 5: SCREENCASTING & WRAP

What is Screencasting?

**Capturing or recording your desktop while
you're working to teach or show how
something is done**

Top screencasting programs...

Camtasia Studio®

Camtasia®:mac

Jing®



ScreenFlow

Why do screencasting?

- ★ Excellent teaching tool
- ★ Perfect for quick instructions for an online program (great for an assistant)
- ★ People learn much more quickly when there is a visual element
- ★ Demonstrate a product or service

Most important thing is your voice

- ★ Good sound quality a must
- ★ Must be expressive, lots of vocal variety
- ★ Be careful of “pops” (p, b, t, d, sounds that are “plosives,” i.e., there is a puff of air before vocalization)
 - Mic doesn’t have to be right in front of your mouth

Other Cool Video Tools...

- ★ Animoto.com
- ★ Stupeflix.com
- ★ [VideoScribe](http://VideoScribe.com) (sparkol.com)

Privacy: Encourage interaction (even if they're mean to you)

- 1. Reach out and subscribe to channels you like**
- 2. Friend others on YT; encourages reciprocity**
- 3. Comment on others' videos – “Golden Rule”**
- 4. Video responses are most powerful**
- 5. Unless comments are just awful, leave even snarky ones in.**

Snarky comments are better than no comments.

You Are My Special Guests!

Charisma! LIVE
One-Day Event

Friday, September 20, NYC Metro

<http://charismaforcash.com/tour>

Mark Your Calendars
(special guests here, too)

Charisma! Presentation to Profit
3 Days to Command the Stage,
Conquer the Camera
& Cash In

October 23-25
New York Metro
Information coming soon

Assignment

1. Keep shooting videos.
2. Facebook group and member site will remain active.



THE FEW, THE BRAVE...
THE VIDEOCHARISMATICS™!

THANK YOU!