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22 On-Camera Tips from the Media Pros

Perfect your Performance while
Broadcasting from Home

voice

How to Share Your **Message**, Your **Products**
and Your **Business** with the World!

Kristen White

www.ExpertVoiceBook.com



Look Like an Expert on Television & Online 22 On Camera Secrets from the Pros

Most people are worried about three main areas when they step in front of a camera:

- Having a Clear Message
- A Polished Image
- Remembering their Scripts.

The following is a list of tips, tools and techniques I developed over 15 years in TV News and Radio.



Kristen White is a Content Catalyst and Powerful Interviewer. She can quickly add the crisp clarity, magic dust and unique brand elements to any message, book, product or campaign. Through her award-winning interview skills, Kristen will excavate and synthesize a personal story and legacy into a magnetic brand and content strategy. Her strong intuitive insight, journalistic training and versatile wordsmithing, offer clients a wellspring of fingerprint language options to apply to all levels of their written, spoken and video communication.

Kristen is a bestselling author, award-winning documentary film director and cast member, television series creator/writer, and television on-camera journalist. As the CEO of White Media Agency, a digital media and marketing company, Kristen supports clients with unique personal brand development, speech writing and performance, book concepts, titles, outlines and marketing, and online business consulting.

Rock the Stage, INC, offers professional video production for authors, speakers and coaches with a variety of speaking topics. The company also offers speechwriting, broadcast quality lifestyle video interviews and fast-track book publishing via an on camera- interview.



11 On-Camera Image Best Practices

- 1 Smile** – Remember to smile on camera. A smile conveys joy, confidence and warmth. A smile is always magnetic and viewers will overlook a lot if they feel your warmth.
- 2 Breathe** – When we feel fear it's easy to stop breathing and then our voice sounds uncertain and quavering. In voice coaching for singing the source of your voice should come from your diaphragm. Your sound will be at the correct pitch and have a quality of fullness.
- 3 Stand Up** – Possibly even walk a few steps when speaking about your content. In news, this is called a reporter stand-up. It's an important way to interact within your content. You can walk into the frame, out of the frame or towards the camera. It's also powerful if you can demonstrate something or point to an example of what you are working on. If you are going to stand or sit. Plant your feet shoulder width apart this will help you feel grounded and help avoid shifting your weight and rocking back and forth.
- 4 Hold for a Meaningful Pause** – The pace of your delivery and your voice inflection is very important. Use what I call, Vocal Variety. Add inflection to your voice with an emphasis on a certain phrase and then pause for a moment so your listener can absorb and realize that what you just said is an important part of your message.
- 5 Be Your Authentic Self** – Visualize yourself as an Expert on your topic during a brief meditation BEFORE you start filming. See your audience hearing what you have to say and being impacted by your knowledge. Share your passion, enthusiasm, sense of humor and sincerity during your delivery. "If you get nervous, focus on Service," is a great affirmation/mantra. Think about your sincere desire to help people and your nerves will calm down quickly.
- 6 Use Layman's Terms** – In news they write to an elementary school English class level. Keep your language clean and simple. If you have a special terminology in your business, break it down and define it, so that people can follow what you are speaking about. For example, I talk a lot about *Fingerprint Expertise*. This is the fact that everyone, including you, has a unique gift that no one else can share with the world in the way that you can. When you realize this in your heart, any fear of competition dissolves.



11 On-Camera Image Best Practices

- 7 Look Directly at the Camera** – First, it helps to adjust the camera to eye level. It may take a little practice at first to look directly into the lens of the camera and have a relaxed conversation as if you are speaking to another person. However the skill is important to master in order to make a direct connection with your audience. It's okay and natural to look down at your notes for a moment and look up again and continue to share your message. You can also use a Teleprompter. There are several free versions available Online. Just be sure you position the Teleprompter as close to the center of the lens as possible. I like to prop mine on a counter stool or a music stand, with the text centered just an inch or so below the camera lens. Another tip, if you move your camera back a few feet and have more distance in your shot, its easier to look at something near the camera like a Teleprompter and it still will appear as if you're looking directly at the camera. Editing can move you back into a tighter frame.
- 8 Use a Countdown** – In the news, reporters will often countdown starting with the number 3, 2, 1... Pause... then start speaking. This allows space for your editing. It also is a way to mentally prepare yourself for your performance. A countdown also can help you identify quickly which script you are working with in the video. For example, you may say Facebook promotion video... 3, 2, 1... Pause..." Hi I'm..."
- 9 Place Your Hands in the Zone of Authority** – The zone of authority is the area from under your chest to your hips. Studies have indicated that you will be perceived with a higher degree of authority if you keep your hand gestures within this area a majority of your presentation. This does not mean that you cannot raise your arms but remember that hand movements can be extremely distracting to the viewer.
- 10 Organize Your Content** – Make a brief outline or a series of bullet points that you want to cover. A best practice is to have one concept per video with 3 supporting statistics, examples, or result. This allows others to easily follow the message you are attempting to share. In news, a story is called a package. Generally, the beginning is an individual who illustrates the issue or core purpose of the story, then the supporting and conflicting facts and finally a conclusion. Videos are the same, start with your ideal customer, one person, and then build your story, presentation from this perspective. There is a lot of training on this in instant celebrity success system.
- 11 Use Your Voice of Authority** – Pay attention to the subconscious use of unscripted words... "like", "um", "really". These words have a way of sneaking in and having a negative impact on your message. Read your Script aloud at least 10 times before stepping in front of the camera. Also, read aloud one minute a day to develop vocal strength. Develop your radio announcer voice with a variety of pace, range and emotion.



11 On-Camera Image Blunders to Avoid at All Cost

- 1 Stripes, Checks and Small Patterns** – The camera has a very difficult time focusing on certain types of clothing. Stripes will often look like “ants marching on your sleeve.” Choose a solid color in a well fitting cut. Clothes that are too baggy look ridiculous. Even if you have a full figure, wear clothes that flatter not hide your body. Spend a day with a personal stylist at a Nordstrom and get some FREE advice on your style options.
- 2 A Shiny Face** – Sweating and shiny says to the world that you are nervous, untrustworthy and lacking confidence. Both men and women need to wear powder. A favorite brand for the media is a professional make-up company called MAC. Its now sold at many department stores. Keep the powder with you and put some on right before your television interview. IMPORTANT: Work with a consultant to make certain it is the right color for you. Guys don’t just walk in the store and grab the first one you see.
- 3 A Dark Setting** – Poor lighting screams, “I am an amateur!” It can make you look sallow, tired, overwhelmed, and depressed. Invest in a low cost light kit and light yourself from three directions. These can be found Online on Amazon. Also, pay attention to the natural light source. For example, shooting outside at noon or shooting into an open window are not generally a good idea. You may show up as a silhouette illuminated from behind.
- 4 Poor Quality Sound** – Invest in a Lavalier microphone. Attach it to your shirt or jacket. IMPORTANT: Make sure you test it, BEFORE recording too much content. Often the inexpensive ones will cause static and ruin your sound. The microphone on the camera is generally not the best source of audio.
- 5 Speaking too Fast** – Try not to rush through your content. It can be tempting to want to get it over and behind you. Your message is important. Speak slowly, take your time. Its better to say less, than to jam it all in at 100 words every 30 seconds. Also, watch for shouting or whispering to the camera. If you keep doing one take after another, STOP, take a break and come back to it. Walk outside for a moment and shift your focus from your performance, to the people whom you will help with your instruction. I’ve learned, your ego often gets tongue-tied, but your heart can always speak clearly. Move your energy to your heart center with your imagination and the words will flow.



11 On-Camera Image Blunders to Avoid at All Cost

- 6 The Bright and Noisy Outdoors** – High quality videography is more challenging outdoors. On location, there are a lot of additional variables to consider: background noise from traffic, people in your environment, the weather, the placement of the sun and even the wind. The best quality control can be achieved inside.
- 7 Rambling** – Studies by Nielson Ratings, the company that studies audience behavior, has determined that viewers tune out after about 15 seconds. What this means, get to the point quickly. Be concise. Videos that go on for 20, 30, 45 minutes are not going to build your platform. In fact, you will probably lose your audience within the first 45 seconds once they realize you are not going anywhere quickly with your topic.
- 8 Interrupting the Host or your Guest** – Let your guest/host complete their sentence before you speak. As difficult as it may be when you are excited about your product, book, topic, do not interrupt when you are in an interview either as a guest or a host. In fact, try to pause for a moment before answering their question/or asking another question. It adds to your credibility and authority. Give the impression to the viewers that you're thoughtful and a polished, confident expert.
- 9 Frizzy Hair and Facial Hair** – Smooth hair looks best on camera. Crazy curls, scraggly beards, and shaggy bed head may look great on a rock band member, but most people can't carry it off. A small amount of hairspray can work wonders for fly-aways. Add this to your media make-up kit. Guys you too!
- 10 Memorize** – When you memorize your content it makes you look like a wooden soldier. Especially, when you forget one of your lines, it really throws you off. Instead make a list of Talking Points. You can also create a series of statements called Soundbites. The media loves tight, precise sentences with impact. Once these are created you can use them again and again. This is a best practice.
- 11 Cluttered Background** – Pay attention to your environment. Is your desk full of piles of papers and coffee mugs? Are there a ton of family pictures? Do you have an open window with glaring sun? Light switches, ugly artwork, dirty dishes, and cereal boxes? As viewers become distracted with your video, (and they will) they start looking at everything else around you. What does it say about you and your business?