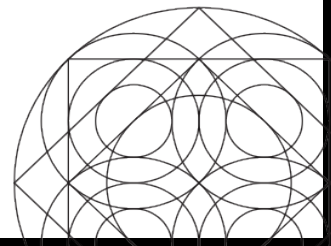
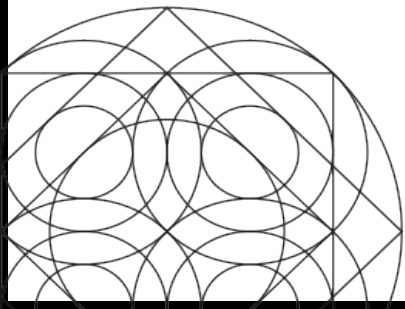


PERFORMANCE

for Video



Performance for Video

Performance Tics – Highlight which ones you need to work on & make a note when you’ve trained yourself out of them!

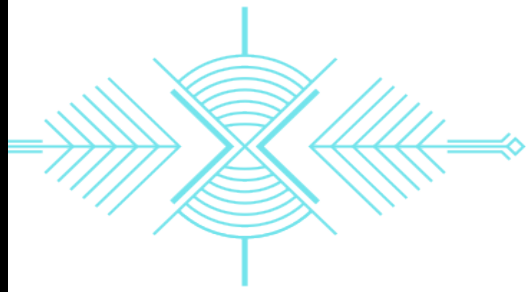
- *Rocking back and forth* _____
 - *Smacking or pursing your lips* _____
 - *Flicking your head* _____
 - *Smoothing your hair* _____
 - *Tilting your head* _____
 - *Excessive blinking* _____
 - *Not blinking enough* _____
 - *Grunting or clearing the throat* _____
 - *Nose scrunching or flaring* _____
 - *Rubbing your nose* _____
 - *Nodding or bobbing your head* _____
 - *Raising one or both eyebrows* _____
 - *Speaking out the side of your mouth* _____
 - *Mark down any other tics you personally have* _____
-

How to train your tics away

- *Practice*
- *Choose a website and remember a few sentences, start recording, watch it back and choose a tic to work on*
- *It may take multiple takes before you can perfect it*
- *Once you’ve perfected one tic, move to the next...and know that the first one may re-appear*

*Be patient with yourself and know that the pros,
have spent hundreds of hours practicing these out*

*If you can eliminate all tics in a non-stressful environment when the pressure isn’t on,
then you’ll do a lot better when the pressure is on*



Performance for Videos

BODY LANGUAGE

- *Adopt power positions – this gives you a feeling of authority and of being grounded*
- *Lean in ever so slightly – creates positive body language for the viewer and eliminates double chin*
- *Eliminate movements by sitting on a chair*

HAND MOVEMENTS ON CAMERA

- *Use them in the same way you normally would*
- *Gestures can impact your performance*
- *You want your performance to be genuine and authentic*

SMILE

- *The best piece of advice I can give you when performing on camera is to smile*
- *It creates enthusiasm, makes you feel more comfortable and you appear more likeable*
- *Smiling is infectious!!*

LOOKING AT THE CAMERA

- *Hold your eye line on the camera lens and don't look away from it*
- *The camera is your friend*
- *Tip: Conceal your screen with a photo of your friend or ideal customer*
- *You could also get a friend to sit behind the camera lens*

The camera loses about 20% of your performance so it is important to be much more enthusiastic and animated than you normally would

*Your audience will pick up on your enthusiasm
Be authentic and genuine and talk in a conversational tone*