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# PEP TALKS

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## 6-Easy Steps to Kick Up Your On-Camera Image



### Enhance your social media presence!

These days, so many small business owners and entrepreneurs are showing up on social media with self-made on-camera videos. Everyone, it seems, is looking into the camera and delivering a message. And for good reason. Video works! ***Visual content is over 40 times more likely to get shared on social media than other types of content.*** Source: [HubSpot](#). How's that for spreading the word on your product or service?

Videos that feature marketers and business owners give viewers a chance to meet and get to know them. Video for social media produces measurable results in branding leads, and sales. For marketers, that means great ROI, reaching a large audience at a low cost.

And for small business, that's great news. Today, you no longer need large film crews and hundreds of thousands of dollars in cameras and lighting equipment to make a video featuring you on camera marketing your business or services on social media. Your cell phone shoots 4k video. The technology is amazing and inexpensive.

But while shooting your own video can be cheap, your image shouldn't be. Everything you post on social media, be it written or visual, is a reflection on your professionalism and the way people perceive you and your brand. You're not just another pretty face. Everything visible and audible matters.

Here are **6 - easy steps** to make sure your self-taped video for social media reflects the image you want to project:

**1. Write it down.** I have always admired people with the gift of gab who could seemingly concoct an Oscar-worthy script off the top of their head. I'm not like that. Not many people I know are. The point is that before you hit record, know what you want to say. You don't need a full script – simple bullet points will help keep you on track. This preparation avoids stammering, or floundering trying to remember what you wanted to say. Spend a few minutes before you record, and write down what you want to get across. Your viewers will notice.

**2. Location, Location, Location!** You've heard that 100's of times and it does matter - not only in real estate but for your videos. Even if you work out of a corner of your bedroom, find a place that features a background that represents your brand and your message. If you don't have it, create it. Your "set" can even be as simple as a roll of paper, like the photo at the right. See more background ideas at [www.wistia.com](http://www.wistia.com). If you are in real estate, you may want to use a background that features one of your listings. If you create a product, consider shooting your video on location where your product is created. Does your business happen outdoors? Go outside! Offer professional services? Seat yourself in a tidy, business-like setting. Think of what you want to convey to your audience. Your audience won't only see your face; they will see everything around you. Make the impression you want by giving thought to the location and background of your video.



Our friends at Wistia recommend and often use a simple paper background like this.

**3. What Not to Wear.** Actually, this should be titled, “What To Wear.” I usually tell people I interview on-camera to wear something that makes them feel really good and confident. Professional actors typically have their wardrobe supplied for them and their hair and make up done by professionals. For small business owners and entrepreneurs who do not have this luxury, I would recommend staying away from large, fussy prints and ruffles, shiny fabrics, colors that clash with your background, stripes and logos, other than your own. Stay away from big, clunky jewelry. However, if you are a jewelry designer who specializes in big and clunky, by all means wear one of your creations. Otherwise, clean and simple is best. That goes for hair and make up too. You don’t want your audience missing your message because they are hung up on your eye shadow. Remember, your smile is your best accessory. Wear it!

**4. No One Wants to Look Up Your Nose. Or focus on your double chin, or lose you in the shadows. Or watch you watch yourself when taping.** Eye-line is important. While it may be easy to prop your recording device or phone up on your laptop keyboard, try not to put the camera too low. Your eye-line should be straight ahead at the viewer, not looking down on them. There are many inexpensive table top tripods like this one to help raise your eye-line. Some even come with a remote start/stop.



Selfie Stick Tripod,  
UBeesize 51" Extendable  
Tripod Stand at  
[www.amazon.com](http://www.amazon.com)

Do make sure your eyes are on the camera portion of your device, not on the screen mirroring your image. Moving your eyes back and forth from the camera to the screen make your eyes look shift. Avoid the shift!

Lastly, make sure that you are in a well-lit room, or that there is a light behind the camera pointed at you, not behind you in a window. A dark, back-lit shot is unflattering and its distracting to your audience. Unless you are in the witness protection program, make sure there is light on your face.

**5. What’s That You Say?** When your audience can’t hear you, your message is lost, I don’t care how good it looks. If you are planning on making a series of videos over a period of time, invest a few dollars on an inexpensive microphone. *This PoP Professional Lavalier* from [www.amazon.com](http://www.amazon.com) connects to your cell phone and clips the mic by your lapel. The difference in the audio is night and day and goes a long way to add to the professionalism of your video.



**6. Review Before You Post.** Really. This should be a no-brainer. You wouldn't send out a printed piece to your audience without proof reading, right? It's the same with your video. Today's technology is so simple and user friendly, giving you the luxury of reviewing and re-recording if it's not right. If something looks out of place, or you don't like your delivery, re-do it until you are satisfied. You owe it to yourself and your audience. No one has to know it took you 100 takes to get it right.

These **6 -easy steps** will make your on camera presence much more professional and will separate you and your brand from your competition.



Pepper Lindsey has over 35 years experience producing national and regional commercials, television shows and web videos.

An industry recognized leader, Pepper is known for her abilities to solve challenges and maximize budgets while focusing on client's needs and goals. Today, she works as a producer with advertising agencies, businesses and organizations using video for web marketing and broadcast advertising.

Pepper's first love is storytelling, "Pep Talks" is dedicated to sharing the lessons learned over her decades-long career to coach others how to tell their unique story.

To learn more about how Pepper can help you tell your story, contact her at [pepper@directmeanywhere.com](mailto:pepper@directmeanywhere.com)