

WHAT ARE BEST PRACTICES FOR MY VIDEO?

This video is a tool for helping your audience get to know you better. Please make sure it is **between 1-3 minutes in length**. With a little preparation, a good hook, and a focus on coming across as your authentic self, you will be set to record a great video. Here are some guidelines and tips to help you:

Set the Stage

- Dress professionally
- Face a natural light source like a window (very important), and use a neutral background
- If using a mobile phone, stand your phone up vertically, at arm's length, slightly above eye-level (prop up the phone at that level using books or a shelf, etc.)

Make it About Your Audience

- People are not interested in hearing you ramble about yourself—they care about what you can do for them
- Prepare ahead of time (write a script, practice reciting it)

Failure to prepare is likely to lead to an unfocused, rambling, difficult-to-follow video that will not do you or your audiences any good!

Create an Introduction

- Do not start just by saying your name -- capture attention by starting with an interesting story, statistic, or fact, just like you would in an in-person speaking engagement
- Make the end goal of the video obvious right away (tell your future attendees who you are and what you have to offer)
Challenge: Can you introduce yourself in a sentence? Format your sentence to tease the outcome of the video and make sure it still sounds like you

Personify the Camera

- Talk naturally (do not read)
- Be authentic -- your honest, transparent self; speak as though you are talking *with* the audience and not *at* them
- If necessary, ask a friend or colleague to sit behind the camera or mobile phone and act as your “dummy” audience

Wrap it up

- Do two or more recordings until you are happy with the results
- Choose the best recording, then use an editor to crop the beginning and end – you will want to clean up where you were pressing start/stop