

# Mastering the Camera Tip Card Sheet

## MASTERING THE CAMERA

*Live!  
Action!  
Camera!*



Video is fast becoming the preferred medium for getting information. Here are tips for coming across more effectively in front of the camera.

1. Maintain eye contact with either the camera or the interviewer (depending on situation). Best way to keep eye contact is to think of your eyes as a reverse camera – when you aren't looking directly, the video veers off the road. Don't forget to breathe and blink naturally.
2. Visualize how you want to come across. If you want to be friendly and engaging, smile more. If you want to be warm and sincere then take time with your words and use facial expressions.
3. Keep your body still. Don't rock
4. Small gestures are ok, but keep them to a minimum. Gestures can detract from you if the camera is close up.
5. What to Wear on Camera:  
Avoid:
  - Stark white or bright yellow tops or suits
  - Black suits since they absorb light
  - Fabric with busy patterns
  - Shiny fabric
  - Short sleeve or sleeveless topsChoose:
  - Light weight fabrics (lights get hot)
  - Suit colors: blue/navy, gray, purple & tweed
  - Shirt colors: rose/pink, blue, cream, lighter shades of purple or green
  - More make-up for women (lipstick required)
  - Hairstyle that is off your face

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There are two types of video formats. Here are some tips for each type.

**1. Impromptu Video** captures a more authentic response or moment. Delivery is often off the top of your head and the final product is less polished, yet more real than professional video. This format is ideal for building trust and delivering timely communication.

### Tips for Impromptu Video

- a) Ask to respond to a non-recorded question to get comfortable with the camera and situation.
- b) Formulate your comments in your head first. Visualize the sections of your comments. Try to keep your comments to three items. If time allows, elaborate on one of the three items.  
For example:  
Q: How did you like the trade show today?  
A: The show was excellent. We had terrific speakers, vendors and location. The key note speaker was amazing and I picked up numerous ideas for our business.

**2. Professional Video** enables you to control the message, the quality and the final outcome. Delivery can be perfected and the video is often edited to include music, images and transitions. This format is ideal for building brand and credibility.

### Tips for Professional Video

- a) Rehearse your material by practicing it out loud. If you have a camera, practice looking at the lense - whether, it is recording or not. If you want your delivery to be as natural as possible, don't be dependent on the teleprompter. Learn your material so that your eye contact is natural and your head doesn't rotate back and forth.
- b) Bring a co-worker or friend to your recording session so that they can give you feedback as to how you come across. They know your natural style and can encourage you to use it.
- c) Ask to have any section recorded again if you aren't happy with how it feels to you.

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