

VIDEOSHIFT

Tips for presenting to camera

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1. Prepare your content beforehand.

Ever had trouble making sense to people? Before stepping in front of your camera you should already have prepared at least a basic idea of what you're going to say. Putting things down on paper gives you a clearer structure in your head when you're trying to get your point across effectively on camera.

2. Don't do it in one take.

You can break the video up with simple video editing! Many people think they need to get the whole way through what they need to say, start to finish, because they don't know the first thing about editing, or "cutting up" a video. With simple clean transitions in iMovie or other editing programs you are able to start and stop talking, cutting out the bits you don't want and hiding it with a smooth transition.

3. It's okay to talk slow.

One of the most common mistakes is not using speaking techniques. Things like slowing your talking down, having motivated pauses in your speech, and keeping it at a steady pace will massively help you with staying ahead of the next thing you want to say.

4. Focus on killing the "umm".

We all do it. Hi umm, my name is ummm John and um I'm here umm to tell you about um. Annoying isn't it? We don't even realise we're doing it as well! try a few exercises in front of camera where you focus on replacing "Um". It's a nervous connecting sound and doesn't need to be there. Work on your pauses.

5. Look at the camera - Even when thinking.

Watch those eyes! It's a common habit to dart your eyes to the side when thinking about what to say. Keep looking down the camera when you don't know what to say. Either try "pausing" or "looping". Looping is when you make the same point, but say it in a different way to give yourself time to remember your next point.

6. You are helping people - It's not about you.

Finally, if you get nervous, remember that what you have to say is important for the people listening, and if you let nerves get in the way, you're making it all about you, and that is selfish. Get out of your own head and realise that these people need to hear what you're saying and it's about THEM, not you.

