

soul to soul

business & marketing
for therapists, coaches & healers

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Video Confidence Checklist

Keep this near you and check through it before you start filming

Step 1: Set up – Do this before you start filming

Steady Camera	<ul style="list-style-type: none">• To steady your camera or phone camera place in a manner that it is at eye level and steady• It's much better to have it on a stack of books, in the middle of a ring-light or on a tripod so that it stable• This will get rid of the shakes so that people can concentrate on what you are saying• Make sure the phone is positioned so that is straight and not taking a video from below or above
Lighting	<ul style="list-style-type: none">• Natural light works really well, just make sure the light source is directly on your face (as in you are facing the light)• You can also use a ring light, 18 inches is best as it will light up your whole face. Anything smaller, will be too small.• If using a ring light not to make it too bright, but somewhere in the middle so it lights up your face and looks natural.• Move until your face until it has the most even light.
Height	<ul style="list-style-type: none">• Have the camera at eye height or just higher• You can take video standing up or seated – so just make sure it's the height you need it to be• If you have it above it is not the best it looks weird and if you have it below it will end up being up your nose which is not the best either
Distance	<ul style="list-style-type: none">• Don't stand too close or too far away.

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	<ul style="list-style-type: none">• Stand so you can see the top half of your body
Framing	<ul style="list-style-type: none">• Please no massive gap above your head & no cropped off heads.• Take time to frame yourself properly in the camera.
Hands	<ul style="list-style-type: none">• Don't clench your hands or fiddle nervously with your hands.• Relax and have fun, let your hands talk with you. Practise and find what is natural for you.
Sound	<ul style="list-style-type: none">• Most phones, tablets and computers have a built-in mic which you can use when making your video• You can also invest in a mic: There are 3 types:<ul style="list-style-type: none">– Lavelar mic – Put the mic inside your clothes and on your collar. Watch out for trailing wires, jewellery rubbing and weird necklines.– A free-standing mic – These mics can either be placed on the table or overhead and are not attached to you
Lens	<ul style="list-style-type: none">• Check your lens is clean and no finger prints

Step 2: Background - Super Important as People will notice this

Keep It Simple	<ul style="list-style-type: none">• Find somewhere simple that looks good.• Check for clutter.• No lights behind you
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Step 3: Being Clear – when you are clear what to say, you will be more confident.

Prepare a script	<ul style="list-style-type: none">• Begin your video with what is in for them – the reason for your audience to want to watch
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	<ul style="list-style-type: none">• Make it relatable• Be of service• End on a high with or without a call to action• It's better not to begin with hello my name is, unless it's an introductory video.• Bear in mind when you make the opening about your tribe and its relatable they are more likely to watch and it's good to introduce yourself after the opening and you have got their attention• You can either write it as a full script or• The same rules as captions applies and there are an additional 3:<ul style="list-style-type: none">– Have a fab opening– Relatable– End on a high note– Spacing (To take a breath, gaps and speed)– Focus– Engaging– Empowering– Educational <p>There is an example of a script at the end of this section.</p>
The flow of a script	<ul style="list-style-type: none">• Before I begin to think about the content for any video or seminar, I take a moment to quieten myself. To breathe and come in as an empty vessel. I open myself to how I am meant to serve and what is it that needs to be communicated through video to my tribe.• As the theme of the video becomes clear, I work out the outcome. This is the main take away you want your audience to walk away with? It is also the purpose of the video?• Then I start to write down the detailed script or jot it down as bullet points. These are the points I consider:<ul style="list-style-type: none">– How to have an engaging start?– How to make it relatable?

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	<ul style="list-style-type: none">• After the start, that's the time to introduce yourself and let it be a lead into the middle part• Then the next part is the middle which is educational and empowering. It can contain a simple metaphor, a real life example or tips that fit with your value buckets.• The final part is the end which can be inspiring and definitely empowering. The end can also summarise what the video is about and leave them with a take-away. The final part is also where you can add an optional call to action or ask for engagement.
Practice	<ul style="list-style-type: none">• Do a practice video with and without the script• Imagine speaking to a group of friends• Watch it and ask yourself what was great and what could be even better• If you can do the final one without a script that is best. If need be you can have post it notes by your phone to keep you focussed• Remember this is not live and you can have as many takes as you need!•
Teleprompter	<ul style="list-style-type: none">• Use a teleprompter if appropriate, so you can concentrate on your delivery.• Use one of the recommended apps as they vary in quality massively, unless you already have one.• Create your script in notes or WhatsApp and transfer to your app.• Experiment with speed and add gaps where you would take a breath.•

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Example of Video Script

Do you find yourself getting angry or irritated at the drop of a hat? Snapping back at your loved ones or work colleagues? Or perhaps getting triggered and finding yourself shouting and then feeling guilty.

What if you could pro-actively release your anger and feel happier in yourself? With less irritation and frustration and feeling more relaxed at work and home.

So in this video I am going to share a technique with you to release anger in 10 seconds.

The benefits of being able to release anger are:

- You can feel calmer and more in control
- Less chance of disease and illness as repressed anger is linked to illness
- By taking out your own anger on your own it gets out and you will find you are no longer taking it out on others

Hello my name is Rangana and I train and certify therapists and coaches to help and transform their clients to feel happier, healthier and more at peace.

So now to the technique .. to lower anger in seconds.

Place your hands on your collar bone like this and gently tap. This is known as Step 1. Now make an Ahhhh sound. This is Step 2. Now stand up and stamp your feet. This is Step 3.

Now let's bring it all together:

Step 1: Place your hands-on collar bone

Step 2: Make an ahh sound

Step 3: And stamp your feet

There you have it 10 seconds.

Less irritation more happiness.

Opening to **engage** and make it **relatable** - describing pain, problem and solution.

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What is the video about what are the benefits **(empowering)** to what they would learn? Then introducing self before sharing technique.

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Sharing the tip or technique. This is the **educational** section, where it is also empowering. You are sharing the steps and showing it.

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Example of Video Script Continued

This is also helpful to let go of negativity and feel more positive.

So practically day to day I am not suggesting you do this exercise on the dining table.

What you can do is to make it a daily habit as part of your yoga routine or before meditation or in the bathroom after brushing your teeth.

Some of the VPs and CEOs that I coach go to the bathroom and use this technique to release irritation and stress from meetings.

Some of our Moms and Dads do this exercise with the whole family as an evening de-stress ritual in a family circle.

So today you learnt how to release anger in 10 seconds with this simple tapping technique.

Whether it's pressure cooker anger or crocodile snappy anger you can clear it from your system and feel good now.

See you tomorrow for your next 2-minute masterclass.

Letting them know how they can use the technique practically day to day with examples of different possibilities to engage people.

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Summary and ending on a high with a call to action

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Step 4: Get Ready

You Got This	<ul style="list-style-type: none">• If you wear make up, just wear your usual makeup, don't over do it, be naturally you.• Do your hair, put on make-up (If that's you) and wear something you feel good in.• The more confident you feel, the better you will come across
Centre	<ul style="list-style-type: none">• Meditate before hand• Imagine being like an empty vessel and know that in the final cut the words just flow through you• It's not about getting it perfect, but about being real and authentic• If there are any beliefs around your inability to be on video, welcome and free them – use LL if needed

Step 5: Frame of Mind – You are amazing and you can do this...

Service	<ul style="list-style-type: none">• Make your desire to serve others so big that you just IGNORE the negative thoughts about yourself (which we all have).• You can do this, I believe in you. YOU ARE ENOUGH just as you are today!• Relax and have fun with it.• Think about how much you love your followers. Have this feeling running in the background.
Eyes	<ul style="list-style-type: none">• Look directly at the camera lens (if not using a teleprompter) not at you on the screen
Energy	<ul style="list-style-type: none">• Don't film if you are not in a good mood as your energy will be felt by those watching.

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Step 6: You Can't Smile Enough – This Is Sooooo True! TRY It.

Pro Tip	<ul style="list-style-type: none">• This is what actors and TV presenters do... TRY it and you will see what I mean 😊• When appropriate, smile as much as you can even if it feels awkward as it won't look too much on camera.
Smile	<ul style="list-style-type: none">• Smiling makes you look confident, approachable, relatable and authentic.• Hold a genuine smile for 3 seconds at the end so that you can edit the end of the video.

Step 7: A Dear Friend - This will make it so much easier for you.

Expressive	<ul style="list-style-type: none">• When you look at the camera, imagine you are talking to a dear friend, someone you love.• It will help you be more excited, relaxed, expressive and naturally you
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Step 8: Multiple Takes

Its Okay...	<ul style="list-style-type: none">• You will probably find that you get “warmed up” after the first couple of takes.• Multiple takes helps you relax into it• Just keep going until you are happy with what you have, no pressure.• It doesn't have to be perfect.
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Step 9: Editing – Finishing Touches

The Options

- You don't need to do fancy editing.
- Keep it simple, just getting out on video is enough.
- You can use an app to edit the beginning and end of your video.
- Try the InShot App or Kinemaster
- You could use someone on Fiverr.com to help you

Some equipment to consider for those who are going to be using video at least 2-3 times a week:

- Ring Light – Get an 18 inch one that will light up the face and ideally 60-70 inches tall so you can use it standing up and sitting down. You will need one with a white and orange filter colour. The orange filter colour is much better for darker skin.
- Microphone – A lavalier or lapel mic like Boya is good or a desktop one which is good is the Jeti mic
- Tripod – A height of 70 mm is good
- Cell Phone Attachment – Horizontal & vertical attachment is best so you can shoot landscape and portrait video.

More Resources:

1. Video editing app
 - a. On phone – InShot & Kinemaster
 - b. On desktop and laptop – Wondershare Filmora 9 & Hit Film Express
2. Teleprompter app
 - a. iphone Teleprompter
 - b. Android and iphone – BigVu
3. Ringlight that can be purchased on Amazon
 - a. Top of the range, Neewer, [more](#)
4. Microphones that can be purchased on Amazon
 - a. Lavalier Mic – Boya, [more](#)

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- b. Desk or overhead mic, Yeti Blue Snowball, [more](#)
- c. Top of the range desk or overhead mic, Yeti Blue, [more](#)
- 5. Tripod 70 inches
 - a. Tripod with Mobile Clip Holder, [more](#)
 - b. Piston set up, [more](#)
- 6. Phone attachment for tripod, horizontal and vertical, [more](#)