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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 it 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's stable.• This will help you get rid of the shakes; so that people can concentrate on what you are saying.• Make sure the phone is positioned in such a manner that it is straight, and not taking a video from below or above the horizon line.
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 <i>ring light</i> – '18 inches' is best as it will light up your whole face. Anything smaller, will be too small.• If using a ring light, don't make it too bright - but somewhere in the middle - so it lights up your face and still looks natural.• Move it until your face has the most even light.

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Height	<ul style="list-style-type: none">• Have the camera at eye level or just a bit higher.• You can take video standing up or seated – so just make sure it's at the height you need it to be.• If you have it above, it is not the best and looks weird; and if you have it below, it will end up being all the way 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.• Stand in a way so you can see the top half of your body.
Framing	<ul style="list-style-type: none">• Please don't have any 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 while making your video.• You can also invest in a mic: There are 2 major types:<ul style="list-style-type: none">○ Lavalier 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 that your lens is clean, and no fingerprints are there.

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Step 2: Background – Super-Important as People Will Notice This

Keep It
Simple

- Find somewhere simple, that looks good.
- Check for clutter. It shouldn't be there.
- There should be no lights behind you.

Step 3: Being Clear – When You Are Clear What to Say, You Will Be More Confident

Prepare a
Script

- Begin your video with what is in it for them – the reason for your audience to want to watch it.
- Make it relatable.
- Be of service.
- End on a high note; 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 the fact, 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. Then boom, you have got their attention!
- You can either write it as a full script or as bullet points.
- The same rules as captions apply, and there are an additional three:
 - Fab Opening
 - Relatable
 - End on a High Note
 - Spacing
 - Focused
 - Empowering
 - Educational
 - Engaging

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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 the 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?• 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 <i>value buckets</i>.• 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 takeaway. The final part is also where you can add an optional <i>call to action</i> or <i>ask for engagement</i>.
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 <i>post it</i> notes near your phone/camera, to keep you focused.

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	<ul style="list-style-type: none">• 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 <i>notes</i> or <i>WhatsApp</i>, 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 release your anger? More importantly before it becomes an outburst, that creates unnecessary tension at work and home. Making you feel less irritated, much more positive and happier.

So, in this video I am going to share a technique with you; that you can do on your own to release anger in 10 seconds.

The benefits of being able to release anger are:

- You can feel calmer and more in control.
- Reduced chance of disease and illness as repressed anger is linked to illness.
- By taking out your own anger on yourself, 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, let's move onto 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 your collar bone, and gently tap.
- Step 2: Make an "Ahhhh" sound.
- Step 3: Stand up and stamp your feet.

There, you have it in 10 seconds.

Less irritation, more happiness.

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

What is the video about? What are the benefits **(empowering)** to what they would learn?

Then introducing yourself before sharing the technique.

Sharing the tip or the 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, make it a daily habit as a part of your *yoga routine*, 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!

Love, Rangana

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 Note*; 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 makeup, just wear your usual makeup; don't overdo it. Be naturally YOU!• Do your hair, put on makeup (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 <i>Limitless Living</i>, if needed.

Step 5: Frame of Mind – You Are Amazing & 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.
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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.

Step 6: Smile

Professional 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.
Confidence	<ul style="list-style-type: none">• Genuinely smiling makes you look confident.• Audiences prefer to keep watching people who are confident in themselves, and in their power.• Smiling helps you to feel confident and stimulates positive chemicals in the body.• When you smile, it helps your audience smile and feel good about watching you.• Smiling makes you and the video feel welcoming, relatable and approachable.
Ending	<ul style="list-style-type: none">• Hold a genuine smile for 3 seconds at the end so that, you can edit the end of the video.

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Step 7: Talking to A Friend

Informal	<ul style="list-style-type: none">• When you look at the camera, imagine you are talking to a dear friend; someone you love.• It makes the video conversational and also, relatable.
Authentic	<ul style="list-style-type: none">• It will help you be more excited, relaxed, expressive and naturally <i>you</i>.
No Weird Voices	<ul style="list-style-type: none">• Consider voice modulation when sharing different emotions.• No high-pitched voices as it's hard to hear.• Deeper voice in a conversational manner is best as they can be heard more easily.

Step 8: Multiple Takes

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

Apps	<ul style="list-style-type: none">• Free mobile apps are <i>InShot</i> or <i>Kinemaster</i>.• You could use someone on <i>Fiverr.com</i> to help you.
Editing	<p>The main useful editing functions are:</p> <ul style="list-style-type: none">• Trim - Cut the start and end of the video.• Lighten – Make it brighter.• Filter – Add filters to be in-line with your <i>Souls Brand</i>.• Stickers – Have stickers coming in at the right time.• Text – Have text as a <i>header</i> or as a <i>heading</i> at the start.
Simple	<ul style="list-style-type: none">• You don't need to do fancy editing.• Keep it simple! Just getting out on video is enough.

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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' ring light that will light up the face, and ideally 70-inch 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 both, landscape and portrait video.

More Resources:

1. Video Editing Apps
 - a. On mobile – *InShot & Kinemaster*
 - b. On desktop and laptop – *Wondershare Filmora 9 & Hit Film Express*
2. Teleprompter Apps
 - a. *iPhone Teleprompter*
 - b. Android and iPhone – *BigVu*
3. Ring Light that can be purchased on Amazon.com
 - a. Top of the range, *Neewer*, [more](#)
4. Microphones that can be purchased on Amazon
 - a. Lavalier Mic – *Boya*, [more](#)
 - b. Desk or Overhead Mic – *Yeti Blue Snowball*, [more](#)
 - c. Top of the range Desk or Overhead Mic, *Yeti Blue*, [more](#)
5. Tripod 70-inch
 - a. *Tripod with Mobile Clip Holder*, [more](#)
 - b. *Piston Set Up*, [more](#)
6. Phone attachment for tripod, *Horizontal & Vertical*, [more](#)

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