



## ***How to Build Confidence to Speak on Camera***

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Five Key Areas to Build Confidence:

- Mindset
- Setting
- Script
- Pro Tips
- Repurposing Content

### ***Mindset***

**Showing up with the right mindset for your presentation requires four things:**

1. Preparing your body so you aren't consumed by anxious energy.
2. Breathing beforehand to eliminate shallow breathing and to calm your nervous system.
3. Preparing your face, neck, and jaw so you aren't stiff and can speak freely.
4. Preparing your mind by doing a visualization of something you love.

### **BODY:**

Stretch for 5-7 minutes before your presentation to wake up your body and also release tension and nervous energy. Do a Power Pose for two minutes. Watch Amy Cuddy's [popular TED talk](#) that introduces Power Posing to learn more about why this is effective. Two ways to do it: Hands over head in "Superman pose" or hands on hips in "Wonder

Woman pose.” Stand up with feet hip width apart or sit in a chair. This helps lower cortisol levels and raise testosterone to make you feel more powerful.

#### **BREATH:**

Do “Box Breathing” for 10 breaths to relax before presenting. Box Breathing is breathing in for four seconds, holding your breath for four seconds, breathing out for four seconds, and holding your breath for four seconds. So it’s 4-4-4-4. Try it for 10 breaths or set a timer and do it for three minutes.

#### **VOICE:**

In order to relieve tension in your face, jaw, and neck, first massage the muscles in your face, jaw and neck to loosen things up. Next, hold your lips together loosely and exhale so your lips flap and make a puttering sound (this is similar to the sound a horse makes). Do this standing up and then try it touching your toes and letting your head and neck hang. This helps loosen up your muscles above your shoulders to help you be relaxed while presenting. Do this for a couple minutes for a speech or anytime you are feeling tense.

#### **MIND:**

Your audience will care about your topic if you care about it first. Put the right energy into your presentation by visualizing something you love and then letting that loving feeling pour over you and run through your body. Once you are covered in a blanket of love, you are in the right space to hit record.

## ***Setting***

#### **CAMERA ANGLE:**

You want your computer’s webcam to be at the same height as your eyes so we are not looking up your nose or at overhead lights. Prop your computer on boxes or books to get the right height.

#### **LIGHTING:**

Put your light source in front of you and to your sides, not behind you or above you. Try to use natural light that is not shining directly on you, but is lighting the room. If your online meeting is at night, use lighting to your sides, not overhead (this produces heavy shadows on your face).

## **SOUND:**

Use headphones with a mic attached and be in a quiet room that does not produce an echo. Avoid loud coffee shops or public areas to respect the others in the meeting. No fancy microphones or studio is required.

## **CLOTHING & ACCESSORIES:**

Keep it simple and put together. Fewer accessories, small jewelry, simple patterns on your clothes, and wear colors that contrast with your background.

## ***Script***

Start every video or presentation by asking yourself these four questions in order to build content that connects with your audience:

1. Who is in my **audience**? List: demographics, needs, fears, challenges, goals
2. What **problem** am I solving for them?
3. What are the **solutions** I am offering them?
4. What are the **results** I am offering them?

## ***Pro Tips***

Length for videos:

- Social media promo videos: <1 minute
- On website: 3-4 minutes
- Informational classes: 15-90 minutes

Easy way to shoot a video: Use Zoom!

Subtitles + editing: Veed.io

\$18/month for basic subscription

## ***Repurposing Your Content***

- Use the audio from your videos for podcast episodes
- Write a blog post and include your video
- Write a newsletter and include your video
- Post your video on Instagram, Facebook, Twitter and LinkedIn
- Use the video in a class you're teaching
- Use the scripts from your videos to create a short ebook or publish a book
- Use the content from the video in a larger offering like a workshop or course