



Create your own video blogs or Live Steam shows to market your business. Here are three tips to ensure you look and sound your best when in the spotlight on your video.

Body language



Body language and facial expressions are important parts in how your audience perceives you. Do your best to appear as natural as possible. If you look stiff or sound monotone, people will lose interest right away. Take a deep breath and tell yourself to relax. We all want to look professional, but you do not want to be unapproachable.

If you tend to fidget, keep it under control once you go live or the record button has been clicked. Do your best to maintain eye contact with the interviewer or camera lens. Eye contact with the camera means eye contact with the viewer (your audience) so, do not let your eyes jump all over the place. Stay FAR AWAY from chairs that swivel or rock.

Sit upright and speak with a smile. The energy and flow of your delivery is what keeps people wanting to hear more.

One of the **most important** body language tips is your eye level. The camera in your laptop lid, phone or tablet is perfectly placed to look up your nose. Put something under your laptop or find a way to set your phone or tablet so the camera is at the same height as your eyes.

What to wear



Choosing the right clothing sets the visual stage for your video. Business casual works very well in most cases, but it depends on what type of industry you are in. Wear something you would wear when working with a client or customer. An Insurance broker would dress differently than a physical therapist, for example.

You can experiment with a variety of outfits and colors to determine what makes you feel your best. It is best to avoid shiny, reflective materials, bold patterns, and thin stripes. Also take into consideration the background to ensure there is enough contrast with your wardrobe. Of course, make sure your clothes are free of wrinkles.

Jewelry should be kept professional, not too flashy. If you feel confident when meeting with a client or customer in person, it seems right to me, that you could wear the same type of clothing on camera. If you wear glasses, it is best if they are coated to reduce the reflections that show up on camera.

Check yourself or ask a friend to look you over to do a final mirror or camera test before recording.

Good Sound



From participating in Zoom work meetings, hosting virtual events, to creating 'how to' videos on YouTube or TikTok, professionals and teams are using video to both get their work done and present themselves and their organizations in the best way possible.

The internal mic in your device (laptop, PC, iPad, phone, etc.) can pick up the room noise or worse, and mixes it with a big dose of garbling echo. You must use a headset or earbuds that have a microphone in the cable or advanced wireless earbuds with multiple noise-canceling microphones in order to give your audience good sound quality.

Great image quality does not matter as much if people cannot hear you properly. Video messages are about communication, so audio should always be your top priority.



Remember to have FUN! Video offers tremendous potential for all businesses, and when you are having a good time, it shows.