



Content, Flexibility and Focus

Three Tools for Effective Video Production

Your pre-production planning is complete. You know what you want to say, to whom you want to say it, how, when – and why. You’ve confirmed the environment you intend to you and have communicated that with everyone supporting your video production. Now you’re in front of the camera and your job is to remember that the video is being created so you can connect with the people who need you – using video.

Three Tools to remember during video production.

When you look at the camera, rather than seeing a black lens, picture this person’s face. Talk to the audience you want to reach with the video a camera, rather than the camera lens.

1. Create an image of a person in your ideal audience who would watch your video.
 - 👠 What does this person look like?
 - 👠 What is he or she wearing?
 - 👠 What expression is on this person’s face?
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You have know-how, stories and experiences to relate. You’ve crafted your message to support the purpose and the audience and practiced until you can’t get it wrong. Now, lose the script. Connect with the audience by looking at them and speaking from your heart.

2. Focus on the message and deliver only that content which supports the message. Be flexible and prepared to set aside minutia and details that your director or coach advises detract from value of the message.
 - 👠 What must be included?
 - 👠 What would be nice to include?
 - 👠 What could you leave out and not blink an eye?
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You have identified the impression to you want to make and worked on how to deliver your words to influence your audience. Forget about ‘acting natural’ out the window! Remember to be yourself and show us who you truly are.

3. Know what ‘being yourself’ means for you.
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Questions? Let us know. We’d love to help.