HOW TO FEEL MORE COMFORTABLE ON CAMERA

GILLIAN WHITNEY

How to Feel More Comfortable on Camera

Gillian Whitney

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Introduction

“Inaction breeds doubt and fear. Action breeds confidence and courage. If you want to conquer fear, do not sit home and think about it. Go out and get busy.”

~ Dale Carnegie

For many people, the thought of being on camera is enough to make them break out in a cold sweat. But it doesn't have to be that way. With a little practice and some simple tips, you can learn to feel more comfortable on camera and use it to your advantage. Whether you want to get started with live streaming or make recorded videos, the more you can feel comfortable on camera, the more confident you'll become.

Being on camera can feel very unnatural and make people uncomfortable. However, with video becoming such an important aspect of our personal and professional communication, it's a skill everyone needs to develop.

In this book, I'll share with you everything I've learned about how to feel more comfortable on camera with regards to both live and recorded video.

I'll cover topics like:

- Having a sense of humor
- Overcoming self-limiting beliefs
- What to wear
- What to talk about
- Importance of storytelling
- Warming up before you begin
- Managing your time
- How Toastmasters can help you
- How to avoid memorizing your lines
- What tech you really need to get started with video

I'll also share with you some of my own personal experiences with being on camera. I'll tell you about the times I've made mistakes, the times I've succeeded, and the lessons I've learned along the way.

I hope this book will help you feel more comfortable on camera

and encourage you to use video to share your message with the world.

Who This Book Is For

This book is for anyone who wants to feel more comfortable on camera. Whether you're a business owner, a marketer, a job seeker, or just someone who wants to share your thoughts and ideas with the world, this book will help you get started. The tips and tactics in this book are relevant whether you're interested in live or recorded video.

How to Use This Book

This book is designed to be a quick read. It's a practical guide to feeling more comfortable on camera. You can read it from cover to cover, or you can pick and choose the chapters that are most relevant to you.

I encourage you to read the book with a pen and paper in hand. Take notes and highlight the important points. Just know that the more time you spend in front of the camera, the more comfortable you'll become on camera.

I'm Excited to Help You

I'm excited to help you feel more comfortable on camera. I know

that it can be a daunting task, but it's also an incredibly rewarding one. When you're able to share your message with the world, you can make a real difference.

So, let's get started!

Chapter 1

Take the First Step

"Man plans and God Laughs."

~ Yiddish Proverb

Feeling uncomfortable on camera? You're not alone. Many people struggle with this, especially introverts. But it's important to overcome this fear if you want to share your message with the world.

My Video Journey

I'm an introvert myself, and I used to be very shy on camera. For many years, all of my videos consisted of me being behind the camera. I found it easier to share my screen and be that voice in the background. I felt very confident working behind the scenes to create video content. However, the idea of being on camera myself filled me with dread. As an introvert, I didn't think it was possible for someone like me to feel at ease in front of the lens.

As a marketer, I knew I needed to be more visible to promote my business. But moving from behind the camera to in front of the camera seemed impossible. One day, it really hit me how much risk I was taking by not putting myself out there. I realized that if my ideal customers couldn't get to know me through video marketing, they may end up going with one of my competitors who was actively promoting online.

This realization was my turning point. I had to get over the self-limiting belief that introverts couldn't do video. If I wanted to truly grow my business, I knew I needed to step out of my comfort zone. So I started small by making videos that were a combination of screen sharing and webcam. Using tools like Loom, I began showing my face in a small circle bubble on the screen.

As my confidence grew, I began making talking head videos using my phone. At first it was incredibly uncomfortable, but with each new video, I gained more confidence in front of the camera. Eventually, I had enough confidence to hit that "Go Live" button and began live streaming each week.

Several years later, I am now passionate about making both live and recorded video. I have a popular YouTube channel with hundreds of videos. I have a weekly live stream show that is broadcast to both LinkedIn and YouTube. And I have been a guest speaker for a number of podcasts, webinars, conferences, and live stream events.

I'm so glad I pushed past my doubts, because it has allowed me to attract new clients and build relationships with people from all over the world. My story shows that anyone can develop on-camera skills, even if you start out feeling very self-conscious in front of the lens. You just need to take that first brave step.

I've learned a few things over the years that have helped me feel more comfortable on camera. And now, I'd like to share them with you.

Stuff Happens – You're Not in Control

One of the biggest challenges I faced when I first started making videos was dealing with all the unexpected things that can happen. Not having enough light, trying to get my tripod to work, or forgetting to plug in my microphone. An even bigger challenge was dealing with intrusive sounds... like lawn mowers, cars driving, construction noise, dogs barking, or people talking.

One day, I planned to go out in the garden and do a series of short video clips. It was a national holiday, which meant there would be no construction workers, and it would be quiet where I lived. After getting all of my video equipment set up, the people upstairs decided to have a pool party. Even though it was noisy, I decided to keep going.

As soon as I hit the record button, all the noise increased. Motor-

cycles drove past, someone's car alarm went off, and the pool party began blasting loud music. Then my dog got out of the house and started barking up a storm.

That was when I started to laugh. I realized that filming under these circumstances was going to be impossible. So I took a short break and tried again later. Success!

Just Keep Smiling

If you don't have a sense of humor, you're going to go crazy making live or recorded videos. There will be times when things go wrong, and you'll need to be able to laugh it off.

I've been interrupted by doorbells, garbage trucks, squawking birds, and even thunder and lightning. But the greatest lesson I've learned is to roll with the punches and just keep smiling.

The Importance of Flexibility

Another important thing to remember is that you need to be flexible. Despite being meticulous, things don't always go according to plan. So be prepared to adjust your plans as needed. If your goal is to make 10 videos but you only film 3, that's okay. If you go live and your internet drops in the middle, just log back in and start again.

Conclusion

Making live or recorded video can be challenging, but it's also a lot of fun. If you're an introvert who's afraid of being on camera, I encourage you to give it a try. Just remember to have a sense of humor and be flexible, and you'll be fine. And just so you know, extroverts can also struggle with feeling comfortable on camera.