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LIVE VIDEO CAMERA CONFIDENCE TIPS

by Ian Anderson Gray



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INTRODUCTION



DO YOU SUFFER FROM A LACK OF CAMERA CONFIDENCE?

Do you struggle with a lack of confidence in front of the camera? Maybe you cringe when you see yourself on the screen? Does your brain go to mush when you're in front of the camera? Do you not like the way you look or sound on camera?

If so, you're not alone! Most people find it difficult, and I do too!

In fact I've asked hundreds of my customers and audience what they struggle with the most, and it's confidence:



As humans, we're wired to communicate with other humans. Communicating to a small inanimate object like a camera doesn't come naturally at first. But with practice and following some simple tips, it will become more natural and easier.

Over the years as a professional singer and speaker, being on TV, as a live video host and consultant, I've made loads of mistakes and learnt from them. And this is where many of these tips come from. Start small and start slowly. Learn from your mistakes. And if you can, join a community where you can work with others on the same journey - be held accountable and get tuition along the way. You'll get all of these things from my own community - [The Confident Live Marketing Academy](#).



#1

Practice & Practice with Others

You've got to start somewhere - don't overthink things! There's definitely a time to plan your live videos and create checklists. But, you've also got to get comfortable in front of the camera. You can start practicing by recording a video of yourself - introducing you and your business. If you are like most people, you probably won't enjoy watching it back. But do! Write down 3 positive things about the video, and 3 things that need improving.

Then, if possible join with other people, for example in a Facebook private group and practise with pre-recorded videos and then going live. Things will go wrong, but in a safe group you can learn together. And remember - live video is NOT about being perfect!

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Ian with Julia Bramble on the Free Range Social Show

#2

Keep it Simple!

You might want to build a live studio with all the latest gadgets, but it's almost always best to start small and simple. And the easiest way is to go live from your smartphone. If you have a recent iPhone or Android phone with a decent camera, you should be good to go. Don't forget, you'll need a decent internet connection too. Check your upload speed with speedtest.net - if it is 3Mbps or above, you should be ok.

Over time, once your confidence increases, you can start to bootstrap your live video studio and add extra bits - then move over to broadcasting from your desktop or laptop. But don't try and run before you can walk!

#3

Use Instagram Stories

Use Instagram stories (or Facebook stories) as a way to be consistent and to get yourself in front of the camera. Instagram stories are only 15 seconds long, so it's not as much as an onerous task. And what's the worst that can happen? They only last 24 hours! Instagram stories aren't live videos - but they are close. They're short, yet intimate and very recent. It's a great way to start to become more comfortable in front of the camera.



#4

Go Live To Just Me

Before you go live to the world, it's best to practise going live just to yourself. On your Facebook profile, you can create a live video post, and change the privacy settings to "only me". I still practice this today - as it's a great way to test that the tech (such as the Wi-Fi) is working well. Once you've done a few live videos to yourself, then you can expand that to a group of people such as your friends.



Practice to yourself on Facebook Live by changing privacy to "only me"

#5

It's Not About You!

It's about the people you're serving. You don't have to love the sound of your own voice. Instead of thinking about the way you sound and the way you look, think about your target audience. In fact, when you look through the camera, imagine it's your best friend or client - your perfect customer or avatar. They want to hear about you and your message. This is very much to do with slowly changing your mindset and it's not going to change overnight. Again, joining together in a community such as the Confident Live Marketing Academy will help you move forward!

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#6

Do a Live Video Challenge

With live video (and any form of content) it's really important to be consistent. In order to serve and sell to your audience you need to turn up. If your audience don't see you turning up - they'll think you don't care, or even worse, forget about you! To gain your confidence and professionalism you need to practice a lot at the start - so practice over set period of time. A live video challenge is a great way to build your confidence and consistency. Join together with others doing the challenge and go live daily over a certain period of time. Initially, do it for five days. So this, again, could be in a group, but the more you do it, the more regularly, the more consistent you become, the easier it will be longer term.



#7

Plan - Create a Tech Checklist

Things will go wrong with the tech, but you don't need to let the tech rule or ruin you! Create a checklist of all the things that you need to implement from a tech point of view and keep it as simple as possible. I've got an example tech checklist that you can use in my [Confident Live Mini Course](#) (see below).

#8

Plan - Create a Show Template

So many live broadcasts fail because they have no structure. They're just someone waffling on about nothing. Don't do that! You need to be focussed and think of your audience! Create a checklist with the content you want to share. Come up with 3 to 5 points, and think about what you are going to say - this will be the main section of your show. At the start of the show, you'll want to introduce yourself and your topic and welcome your replay viewers, and then your live viewers. At the end, you'll want to share a call to action and tell people when you're next going live. Those are just a few pointers, but if you want to know more my [Confident Live Mini Course](#) has live show template to get you started! Since you've got this far, I wanted to give you 50% off. Use the coupon **CONFIDENCE TIPS** to get the discount.

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#9

Warm Up Your Voice

The quality and strength of your voice is so important as you communicate to your audience. It's important to keep it fit and healthy, and to improve the energy, diction and vitality of your voice. Your voice isn't just your vocal chords or your larynx. It's also your body. So, check your posture! If possible, stand when you're going live - it's easier to put more energy in and support your voice if you are standing. I recommend doing vocal exercises each day and 10-20 minutes before you go live. This will give you more vocal strength, energy and better diction. And it's also great to have a bit of fun and energy before you go live!

If you want an example warm-up session for live video, then my [Confidence Live Mini Course](#) has you covered (remember your 50% off).

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#10

Smile & Laugh

If you're like most of us, when you hit the "go live" button, you'll be nervous. That's OK. It shows that you care, and with the adrenaline pumping through your veins you can communicate with more energy and passion. So, doing vocal exercises beforehand is important, but so is starting with a smile or even a laugh. Actually, laughing before you start gets you using your facial muscles and gets you smiling. Starting your live video with more energy and a smile will help you communicate much more effectively to your audience.



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What's Next?

These 10 steps are just to get you started. But I promise you, even if you put only 3 or 4 of these tips into place, it will mean you're far more likely to get started and carry on, and in fact make a radical difference to your live videos.

But don't try and do this alone. I invite you to join the [Confident Live Marketing Academy](#), where you can learn with others who want to get started or improve their content in front of the camera or microphone - whether that's live video, pre-recorded video, podcasts or webinars.

I also want to congratulate you downloading this little guide. You've started on the journey. It's going to be hard sometimes, but it will be so rewarding. I can't wait to see what you're going to do!



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About Me

I help business owners and entrepreneurs to level up their impact, authority and profits confidently by using Live Stream Videos.

I'm a Confident Live Marketing consultant and founder of Seriously Social and the Confident Live Marketing Academy.

I'm an international keynote speaker and spoken at conferences around the world including Social Media Marketing World and New Media Europe.

I've got a passion for teaching and making the techno-babble of live video and social media marketing easy to understand.

The Confident Live Marketing Academy is a membership community which helps entrepreneurs to level up their impact, authority and profits confidently by using Live Stream Videos. If you struggle with confidence in front of the camera, confidence with the technology or confidence with the content, I can help!

As well as being a geek, husband, and dad to two kids, I'm also a professional singer and lives near Manchester in the UK.

Jan Anderson Gray

Founder of The Confident Live Marketing Academy