

FILMING YOUR CONTENT

Useful Tools:

- [Ring Light](#)
- [Tripod](#)
- [Lapel Mic](#)

The Science

1. Ensure that you have a light in front of you
 - Ring lights are a great and inexpensive tool to enhance your image and ensure that there are not any shadows.
 - If you don't have a ring light, place your camera on a windowsill or use a book to prop up your phone. Just ensure that the lighting enhances your appearance.
2. Use a tripod, magnetic phone case, or books to position your phone at the appropriate height.
3. Frame your face in the camera. The bottom of the frame should be approximately shoulder height, while the top of the frame is just above your head.
4. Avoid a busy or distracting background. Hanging a sheet is a simple and effective way to keep your background clean and simple.
5. Clean your camera lens. Any oils from your hands can diffuse the image - this is a quick way to enhance your video quality.
6. Attach bullet points for each subject on a sticky note to your computer or anywhere in proximity to your phone for quick reminders to keep yourself on track.

The Art

1. Remember, it's not about you. If you are feeling nervous, you are focusing inward. When you shift your focus to serving your clients, your nerves will go away.
2. Focus on speaking to one person, imagine you are talking directly to your one ideal client (Your Dot!).
3. Manage your state - Decide how your students need you to show up, and put yourself in that place energetically (This is a great place and time to leverage an incantation).
4. Be vulnerable, be authentic. It is important to let your clients know WHO you are & to see your heart is behind your mission. Keep in mind, we are in the relationship business. So, connecting with them on this level will only help to deepen their connection with you & your business.
5. Smile, and BE YOURSELF.

Helpful Hint!: Whether you are hosting a course or not, getting comfortable on camera is essential to your long-term success. The goal here is NOT perfection. Practice makes PROGRESS! Start getting your reps in and practicing - you'll be more comfortable from the front of the room (be it on stage or zoom). This will help you for filming marketing content too!

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Today

Film Your Course/Program Introduction

- Welcome your new student - Be excited!
- Congratulate them on making a wise investment in themselves.
- Provide a high-level overview of the course curriculum along with the specific benefits and outcomes they will reach.
- Provide any tips or suggestions on how you may recommend them to progress through the course and integrate what they are learning.

Helpful Hint!: Whether you are doing a course, a live event, or 1:1 coaching - Intro videos are universal & should be used to welcome your new client to your program!

Before Your Sales & Persuasion Workshop (December 10th-12th)

If You Are Doing A Course

Film Your Module Introductions

- Provide a high-level overview of what they will learn in this specific module. Re-anchor the benefits and outcomes overall, as well as the benefits and outcomes for each session within your module.

Film Your Sessions

- To present your course, use one of your 3-5 teaching points for each session. Don't forget to use your irresistible Story -Teach - Tool framework.

If You Are Doing 1:1 Coaching

Film Your Module Introductions

- Record yourself providing a high-level overview of what your client will learn in this specific module. Re-anchor the benefits and outcomes overall, as well as the benefits and outcomes for each session within your module.
 - Watch your recording, take notes, and revise as needed before meeting with your client.

Film Your Sessions

- Record yourself presenting your program, use one of your 3-5 teaching points for each session. Don't forget to use your irresistible Story -Teach - Tool framework!
 - Watch your recording, take notes, and revise as needed before meeting with your client.

Helpful Hint!: We recommend practicing your content before you dive in. Filming yourself is a valuable tool, so that you can watch & revise your delivery, before meeting with your client.