



# 6 TIPS

*For Presenting on Camera*

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# #1

## KNOW WHO YOU ARE SPEAKING TO



Who is your target audience? Always use appropriate language that they will understand. For example, if you are speaking to young adults, you don't need to use big fancy words and long structured sentences - they'll hardly be able to understand you. So, know your audience and make sure you speak their language.

# #2

## SPEAK SLOWLY AND CLEARLY



Remember to speak slowly and clearly when you're on camera. Make sure you pronounce words and emphasise the important words to get your message across clearly. If you're new to being on camera, just grab out your phone and practise - watch and listen to what you sound like before your actual film day, but watch yourself analytically - only critique how you sound.... It doesn't matter if your hair looks bad in this practise video. Analyse your performance and see what you can improve for next time. Another good way to get better at this is to do tongue twisters to warm up. This will allow you to speak clearly with more ease.

# #3

## BE ALIVE AND ANIMATED



When you speak normally in front of the camera, it may appear a bit flat to your audience. If you're finding the same thing happening to you, try being more enthusiastic and more animated than you usually are. Watch it back and see what you think. You may think you're being overly dramatic, but when you watch it back, chances are, you'll think it looks quite good. Always remember that you want to make sure it looks good and engaging to your audience, so do what keeps you engaged.

# #4

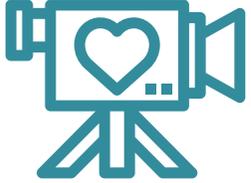
## PRACTICE YOUR SCRIPTS



The more you practice what you will say on camera, the faster your shoot day will go. It will also give you more confidence to deliver your message with power. Don't just practice it in your head - always talk out loud to yourself. Look in the mirror and talk your to yourself. Trust me, the shoot will go a lot faster and smoother if you practice, practice, practice.

# #5

## THINK OF THE CAMERA AS YOUR FRIEND



Talking to a camera can be a scary thing to do if you are not used to it. But as with anything, the more you do it, the better you get.

If you do get nervous, try recording yourself at home. Just grab your phone, put the video on, and talk. Talk for 30 seconds about your favourite topic. Do that every day for a week. Except each day, talk about your topic for longer. By the end of the week, see if you can video yourself for 5 minutes straight, and talk to the camera as if it were your best friend.

#6

## REMEMBER TO SMILE!



This is the most important tip to remember when presenting. Yes, you may have a million things running through your head, but just remember to keep smiling because it will make you appear more friendly and relatable to your audience.

Another thing to remember is to hold your smile at the end of your thought or paragraph for a few seconds. This will allow your video editor a few extra seconds to cut the video properly, without you looking away or breathing a sigh of relief!

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