



Secrets of Successful Video

Top Ten Pitfalls & How to Overcome Them

1. **Smiling Too Much or Not at All:** Use your “smiling eyes” to look approachable and interested.
2. **Distracting Movement:** Nodding, fiddling and excessive gestures distract the audience from you! Video shoots you close up so moving your head distracts. Stay steady! Let your voice create energy, not your head!
3. **Posture:** Sit or stand up straight, no slouching. Good, erect posture makes you appear confident, strong and in command.
4. **Distracting Clothing:** No dangling earrings or wild prints. Keep it simple and professional unless you are an 18-year-old Grammy nominee.
5. **Darting eyes:** Not sure where to look? Follow the action, look at the person you are talking to or listening to.
6. **Talking too Quickly:** Speed weakens your message. Don’t fall victim to the trap of speed talking. Often people feel in a hurry so they may speed up at the end of a sentence, rushing their final point. The risk is the listener misses your point. Always start strong and finish strong.
7. **Speaking in a Monotone:** Create vocal interest by varying the rhythm, tone and brightness of your voice.
8. **Too Much Information:** Too many or extraneous details confuse the listener. Plan your points in advance. Distill your points. Edit your content to its essence and deliver with impact.
9. **Avoid Habit Words:** Words such as “You Know,” “So,” “Uhm...,” “now or like” may buy you time to think but they annoy your listeners. Replace these annoyances with pauses (an easy way to accomplish with moment of silence is to take a breath). The bonus? Your pause will create impact.
10. **Uncomfortable in the Setting:** Plant your feet on the floor, take a deep breath to relax and settle your energy down.

Now you’re ready for Showtime!

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