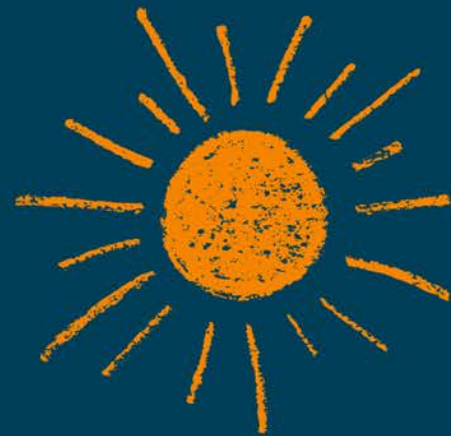




**JULY 15 - JULY 17, 2019**

GET PAST  
**CAMERA SHYNESS**  
AND SHINE  
IN YOUR ONLINE



**VIDEOS**

**DORIEN MORIN-VAN DAM**

**MCRE**  
  
in media

**I AM AN  
ACROPHOBE**





**WILL YOU**  
*FORGET*  
*EVERYTHING*  
**AND**  
*RUN*



A woman with brown hair and orange-rimmed glasses is smiling broadly, showing her teeth. She is wearing a dark blue collared shirt and a colorful rainbow lei. She is holding a black clapperboard in front of her. The clapperboard has a white border and a black center. The top edge of the clapperboard has a white and black striped pattern. The words "SCENE" and "TAKE" are printed in white on the clapperboard. The background is a plain, light-colored wall.

**GETTING  
STARTED**



**OR WILL YOU**  
*FACE*  
*EVERYTHING*  
*AND*  
*RISE*





# THE POWER OF VIDEO MARKETING

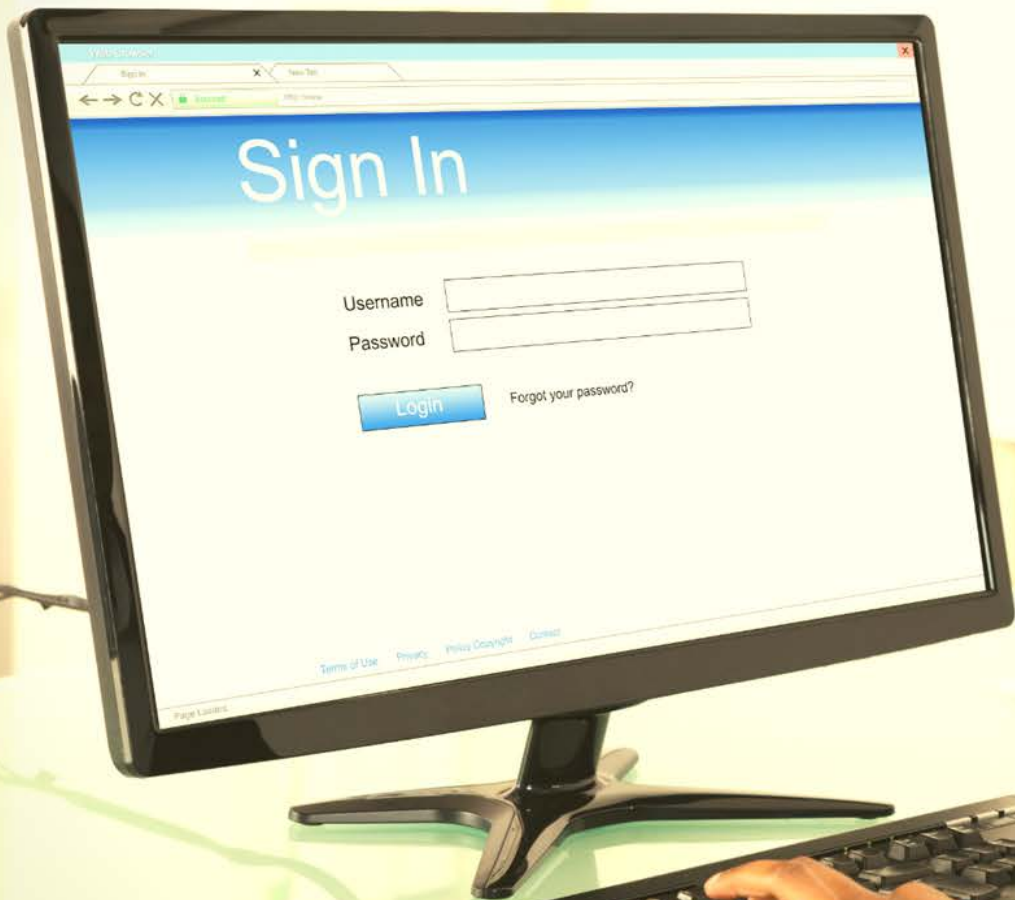


**12x**



92%





88%

**8 BILLION**







**30%**



**3x**

**10x**

# TYPES OF VIDEO

*product review*

*tutorial*

*animation*

*testimonial*

*presentation*

*vlog*

*boomerang*

*online course*

*live broadcast*

*event highlights*

*webinar*

*interview*

*video powerpoint*

*commercial*



*people do  
business with  
people they like,  
know and trust  
**and connect**  
with on a  
personal level!*





# **BRANDING & CONNECTING**

**WILL YOU**

*DENY? ATTACK? CONFRONT? DELAY?*

**VIDEO**

**OR 'PHASE' YOUR FEARS?**



FEAR

failure

REPLACE WITH OPPORTUNITY



FEAR

expense

REPLACE WITH LOW COST OPTIONS



FEAR

appearance

REPLACE WITH LOVE YOUR BRAND





FEAR

reputation

REPLACE WITH INFLUENCE





**FACE  
YOUR FEARS**



*'If you can't  
explain it simply,  
you don't  
understand it well  
enough.'*



**START**





# MY TOP 10

VIDEO MARKETING

# TIPS

**TO GET YOU STARTED NOW**



1.

**USE TOOLS YOU ALREADY HAVE!  
SMARTPHONE, SELFIE STICK,  
HEADPHONES AND APPS**

**DON'T BUY EXPENSIVE EQUIPMENT JUST YET**



A hand with the index finger pointing upwards, serving as a visual cue for the number 2.

2.

**PICK ONE TYPE OF VIDEO,  
AND MASTER IT, BEFORE  
MOVING ON TO THE NEXT**

**CONCENTRATE ON ONE THING AT A TIME**

A young man with short dark hair and a light beard is lying in bed, smiling broadly at the camera. He is wearing a white t-shirt and has his arms raised behind his head. The background is a soft, warm white light, suggesting a bright, sunny day.

**3.**  
**SMILE**

**BEFORE YOU HIT THE RECORD BUTTON, SMILE**

4.



**PRACTICE MAKES PERFECT  
RECORD, REPLAY, DELETE.  
RECORD, REPLAY, DELETE.  
RECORD, REPLAY, DELETE.**

**GET USED TO SEEING YOURSELF ON CAMERA**





5.

**PLAN YOUR TOPIC, WRITE A  
SCRIPT, CREATE BULLETS BUT...  
LEAVE ROOM FOR SPONTANEITY**

LOOSEN UP A LITTLE AND IMPROVISE



6.

**RECORD (SEVERAL VIDEOS IN) A  
SERIES IN ONE DAY; YOU ONLY  
NEED TO PREP ONCE!  
(HAIR, MAKEUP, CLOTHES, TOOLS)**

**SAVE LOTS OF TIME ON STAGING**

A photograph of two young men with dark hair, wearing light-colored striped shirts. The man on the left is smiling broadly with his hand near his chin. The man on the right is also smiling and pointing his right index finger towards the text. The background is a plain, light color.

7.

**FIND A PARTNER!  
INTERVIEW SOMEONE SO  
YOU'RE NOT ALONE**

**SHARE THE SPOTLIGHT, SHARE THE SCREEN**



A close-up photograph of a man with short, light-colored hair, smiling broadly. A small, rectangular, light-colored sticky note is stuck to his forehead, with the word "STORY" written on it in black capital letters. The background is a soft, out-of-focus light color.

8.

**SHARE STORIES, TEACH  
SOMETHING OR SUPPORT A  
CAUSE AND ABOVE ALL, BE  
YOURSELF ON CAMERA**

**BE AUTHENTIC AND PEOPLE WILL CONNECT**

A close-up photograph of a woman with long brown hair, smiling and looking directly at the camera. She is wearing bright orange, thick-rimmed glasses. The top of the glasses is shaped like a crown with five points. The background is a plain, light-colored wall.

9.

# USE PROPS

CATCH THE EYES OF YOUR AUDIENCE



10.

**START WITH RECORDED VIDEOS  
FIRST, THEN MOVE ON TO LIVE  
BROADCASTING ONCE YOU ARE  
COMFORTABLE**

**PRACTICE, PRACTICE, PRACTICE**



A person is lying on their stomach on a wooden pool deck. A large, round, woven straw hat is placed on the deck in front of them. The background is a bright blue swimming pool with ripples on the water's surface. The overall scene is bright and summery.

**BONUS.**

**AVOID PERFECTIONISM AT  
ALL COST, IT WILL STOP YOU  
IN YOUR TRACKS**

**VIDEO DOES NOT HAVE TO BE PERFECT, JUST DONE**

BE WILLING TO  
POKE A BIT OF FUN AT  
*yourself*



**DO THE THING YOU FEAR, AND  
CONTINUE TO DO SO. THIS IS THE  
QUICKEST AND SUREST WAY OF  
ALL VICTORY OVER FEAR.**

~ DALE CARNEGIE





**READY. SET. RECORD.**



**JUST. DO. IT.**



# LET'S CONNECT!

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