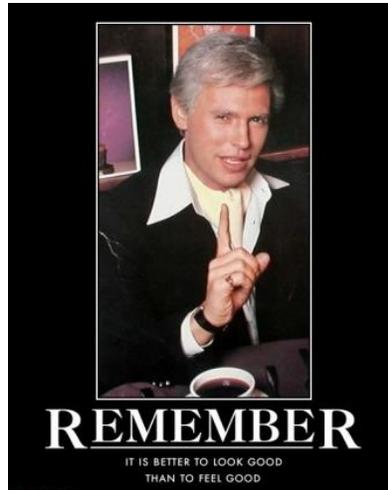


How To Look Good On Your Webcam



“Remember, it is better to look good than feel good.”

Fernando’s Hideaway

Are you nervous about being on camera?

Do you find it difficult to come across as personable and confident?

Is it a challenge to project your expertise and passion?

If so, don’t listen to Fernando!!!!

In the mid 1980’s comedian Billy Crystal had a hilarious reoccurring skit on Saturday Night Live – Fernando’s Hideaway. The character was a parody of Argentinian actor Fernando Lamas who was popular for his 1950s Casanova film roles. The skit spoofed Hollywood’s obsession with celebrity and ‘looking good.’

The skit’s tagline was, “Remember, it is better to look good than feel good.” This is a poignant observation about a societal belief that appearances are of paramount importance and that looks are independent of feelings and can be manipulated as such.

While this approach may work in Hollywood, when it comes to communicating Fernando had it wrong and completely reversed. Perhaps this is why the skit was so funny.

The simple truth is that you have to feel good about yourself and your message to look good on camera. The secret to looking good on camera is being genuine and authentic. This is only accomplished by being in touch with your feelings and acknowledging, accepting and expressing how you really feel.

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When presenting on camera (webcam) we tend to act and communicate in a manner that we believe will help us look good. While this is perfectly understandable approach, our viewers can sense when our behaviour contradicts or is not aligned with how we feel. The result is our believability and credibility and even our likeability can take a big hit.

This remainder of this report will outline how to feel good and thereby look good on your webcam. First let's take a look at webcams. Whether via Google Hangouts, webinars, video conferencing or Skype your webcam is a powerful tool to grow your business by communicating with your clients and prospects.

For example, Google Hangouts technology allows you to personally connect with and engage your viewers. Although you may be speaking to many people, to the viewer it seems like you are speaking just to them. Best of all it's free. Powerful stuff!!

But webcams pose a couple communication challenges:

Number One: Technical issues with your video and audio quality.

- The most critical factor is that you can be seen and heard well.
- If your technology is not set up and used properly your image and voice quality can be poor. This can distract from your personal impact and the power of your message.
- The best way to overcome these challenges is to understand how to best use the technology. This report will NOT be addressing these issues but I will supply expert links in the resource section that will.

Number Two: The Talking Head' Syndrome - a constant close up (tight shot) of your face.

- Webcams require that you sit/stand fairly close to the camera and remain stationary to stay in frame.
- Because the camera doesn't move and you remain stationary, the viewer sees a consistent close up shot of your face. So your face is the primary source of engagement with your viewer.
- Your viewer constantly sees the most expressive part of your body which communicates how you feel - your confidence energy, passion and enthusiasm.
- This is a double edged sword because your face will reveal whether you feel good or bad.
- The best way to overcome this challenge is to genuinely feel good and NOT use a bunch of Band-Aid tricks and tips to try and look good.

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You may not realize this but every second you are being viewed you are broadcasting hundreds of telltale signals that your viewers subconsciously interpret to decide whether they like you, believe you and trust you.

If you can successfully connect with your viewers and establish a rapport, they will be more inclined to like you, believe you and trust you. This means they will be more likely to buy into and accept your message. In other words you will be more credible, influential and persuasive.

By contrast this constant close up shot of your face can also create major connection and engagement issues because your face will reveal any lack of confidence or poor energy, passion, and enthusiasm you may be feeling. The key take away I'd like you to understand and appreciate is that your face always expresses how you feel.

Now I'd like to take a step back and take a big picture look at communicating. By the way, what I am going to explain is applicable to the following forms of communication: on camera, one-to-one, small group presentations and public speaking to a large audience.

There's an old saying, "Your audience may not remember what you said but they'll remember how you made them feel." Examining this statement provides three powerful insights that will help us be more responsive to our viewers and more effective communicators.

First, I think this is particularly relevant here because if you're presenting on a webcam it's most likely to accomplish a business objective. For example, you may be hosting a Google Hangout or a webinar to promote and sell your products and services.

Call to actions, for example, to purchase or opt in, are motivated by emotional triggers. That is how your product/service will make the prospect feel by removing their pain or solving their problem. Back in a high school marketing class we were taught that people buy on emotion and justify with logic. So helping our viewers feel good about the benefits and solutions we offer is an important aspect of the decision-making process.

Second, it reminds us to ask the often over looked question, "How do we want our viewers to feel?"

Third, it allows us to examine how we influence how people feel. I believe the perspective I'll be sharing will not only change how you present on a webcam but will change how you communicate in general.

So, let's take a closer look at how we want our viewers to feel. It's easy to get caught up in the nuts and bolts of delivering our message and overlook this. Unfortunately too many presenters either remove or downplay the emotional connection of their message.

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They think all the touchy feely stuff is unprofessional. They mistakenly believe that if they present a logical argument – just the facts – the viewer will make a rational decision to purchase or opt in, etc. This simply is not the case.

The lesson here is not to be afraid to emphasize the emotional impact and appeal of your message. To be successful we need to embrace it and promote it.

Here's a list of emotional responses we may like our viewers to feel. This list is by no means complete and we may want our viewers to experience one of these or a combination of these feelings.

- Positive
- Happy
- Motivated
- Relieved
- Inspired
- Enthusiastic
- Passionate
- Empowered
- Acknowledged
- Optimistic
- Hopeful
- Appreciative
- Grateful
- Respected
- Supported
- Encouraged

You'll notice the feelings on this list are all positive and empowering. Most people's daily life is filled with negativity, angst, stress and anxiety. Everyone wants to feel these positive emotions but we don't always know how to. The communicator that can break through the clutter, connect with us and help us experience these feelings will enjoy a special and profitable relationship.

The big question is how do we provide and foster the opportunity for our viewers to feel this way? The best answer I have been able to come up with is this simple three step process.

Step One: Understand your intent

- Do you understand your true intent?
- Do have a clear picture of why you're having this communication?
- Do you want to sincerely offer your expertise and genuinely want to help people? Or is it a quick and easy cash grab?

Your intent is so important because it reflects how you feel about your purpose and this influences all aspects of your connection with your viewers. You communicate and demonstrate your intent through your presence, energy and body language. Your audience will pick up on your (or lack of) honesty, genuineness and authenticity.

The key to thing to remember here is what I call the 'intent boomerang.' You get back what you send out. Radiate a positive intent and your viewers will feel positive. Project a negative intent and your viewers will respond in kind.

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Step Two: Clearly identify how you want your viewers to feel

- Make a list of the emotional responses you would like your viewers to experience. The key here is to choose ones that are appropriate and organic for your message.

Step 3: Design your presentation to foster and encourage these feelings

- Define your call to action
- Choose content to support call to action
- Structure content to support call to action
- Wordsmith language to include emotionally charged words and phrases that encourage the desired feelings

Now let's take a look at how we influence how people feel.

I'd like to share an observation I've made over a 20 year career as a workshop facilitator, public speaker and corporate entertainer – you can't make an audience feel something you don't. As communicator, we must feel it first before we can help our viewers make the emotional connection and experience it.

It's very hard to get our viewers excited, passionate, and enthusiastic about something we're not. When we try, we're not being honest with ourselves and we're not being genuine and authentic with our viewers. For the most part our viewers have good people reading skills and instinctively know if we're faking it and when our heart is not really in it.

We are genuine and authentic when we acknowledge, understand and express how we really feel. We step into our power when our heart and mind are aligned and we speak and act genuinely and authentically.

In the print era marketers told us that content is king. In the video marketing era this is no longer true. Connection is king. This means as video presenters we must have valuable content and deliver it in a compelling and engaging manner. In other words, how we deliver our content is equally as important as the content itself.

The key to 'connecting' is not about putting on a show or adopting a persona. It's about being honest and expressing your genuine self. It's about expressing how you feel!

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There are two key factors which determine the quality and effectiveness of your connection with your viewers

One - How you feel about your content

Two - How you feel about yourself - your ability to articulate and express this information

We're inviting the viewer to literally tune into our energy (how we feel) so we must feel 100% confident and committed about both factors. If we feel uncertain or doubtful about the content and/or your abilities so will your viewers.

Think of it this way. We want our viewers to feel that we are warm, friendly, inviting, approachable, personable, genuine, sincere, and authentic.

In order to help our viewers feel this way must feel this way first and demonstrate these qualities to our viewers. To do this we must first be confident in our abilities to compellingly articulate and express our message.

So to be confident in our ability to express the message we must first be 100% committed to the message. We must believe in the integrity, value and credibility of the message.

Here's the incredible added bonus. Because we're totally committed to our message we will feel believable, credible, knowledgeable, competent, professional and trustworthy. This means our viewers will more likely to feel this way about us too.

The take away here is that if you want your viewers to experience a specific emotional reaction, you need to do the following:

- Genuinely believe it
- Feel it yourself
- Demonstrate it to your viewer

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Here are a few simple exercises to help you get better in touch with your feelings about your content and your presentation abilities.

Score each question from 1 to 10. 1 is very poor and 10 is very strong.

How confident do you feel that your information/message will help the viewer?

1 2 3 4 5 6 7 8 9 10

How credible do you feel your information/message is?

1 2 3 4 5 6 7 8 9 10

How believable do you feel your information/message is?

1 2 3 4 5 6 7 8 9 10

How confident do you feel in your abilities to express your information/message?

1 2 3 4 5 6 7 8 9 10

If you know your stuff (you're an expert and you should) and have prepared sufficiently, your score should be an 8 or higher for each question.

If you scored any of these questions a 7 or lower ask yourself these questions:

Why do I feel this way?

What action can I take immediately to help me feel better?

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Why am I passionate and enthusiastic about this message/information?

Why should my viewers be excited to learn about this message/ information?

How will this information help my viewers? What can they accomplish with this information?

Is there any aspect of this message/information that I do not believe or am not 100% committed to?

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If there is anything about your message/information that you don't feel good about, what can you do to feel better about it?

Is there anything causing you to feel that you cannot genuinely and authentically express this content via webcam?

If there is anything about your ability to present this content that you don't feel good about, what can you do to feel better about it?

Tying it all together....

1. Understand how you feel about your information/message
2. Understand how you feel about your abilities to express this information/message
3. Express how you feel – demonstrate your genuineness and authenticity
4. Don't worry about looking good on camera. You feel good so you'll look good.

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What are 3 things you have learned in this report that you can apply immediately to better project your authentic passion and express your expertise on camera?

1. _____

2. _____

3. _____

What are 3 things you have learned in this report that you can work on and apply in the next 30 days to better project your authentic passion and express your expertise on camera?

1. _____

2. _____

3. _____

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BONUS - My Video Heroes

Here is my list of Video Heroes. I have found them on the internet and am VERY impressed with how they present themselves on camera. Their ability to connect with the viewer and express their passion and enthusiasm is simply outstanding.

I have NO financial or affiliate relationship with any these people and I am NOT promoting or endorsing their products or services.

I suggest you watch their Hangouts and YouTube videos and answer the questions below.

Suzanne Evans - <http://suzanneevans.org/>

Jason Fladlien - <http://www.jasonfladlien.net/>

David Siteman Garland - <http://www.therisetothetop.com/>

Andy Jenkins – <http://videogenesis.com/>

Lisa Larter – <http://www.lisalarter.com/>

Alex Mandossian - <http://www.alexmandossian.com/>

Marisa Murgatroyd- <http://www.marisamurgatroyd.com/>

Amy Porterfield – <http://www.amyporterfield.com/>

Lisa Sasevich - <http://www.theinvisibleclose.com/#>

Brandee Sweesy - <http://brandeesweesy.com/>

Steve Washer – <http://www.brainyvideo.com/#>

James Wedmore - <http://www.jameswedmore.com/>

How does this person make me feel? (Positive or negative, etc.)

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Do you find this person likeable and personable?

If so, why?

If not, why?

Do you find this person believable and credible?

If so, why?

If not, why?

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Do you feel this person comes across as genuine and sincere?

If so, how do they demonstrate it?

If not, why?

Do you feel this person is committed and passionate about sharing their message?

If so, how are they projecting it?

If not, why?

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Feedback

If you have a question or comment, please drop me a line at info@peaceofmindpublicspeaking.com

Technical Video Information Resources

Genesis Video - www.videogenesis.com

Steve Washer - www.brainyvideo.com

Dan Safkow - <http://videomarketingminute.com/>

Tim Schmoyer <http://www.reelseo.com/tips-looking-good-webcam-creators-tip/>

Brandee Sweesy - <http://www.youtube.com/watch?v=EDq9uAckQV8>

About Anthony Lindan

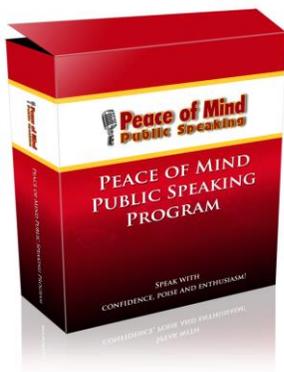


Anthony Lindan is a team building workshop facilitator, keynote speaker and corporate entertainer. Anthony's unique communications and public speaking expertise has been developed over a 20 year career delivering thousands of presentations to business audiences across North America.

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The Peace of Mind Public Speaking Program



I am hoping that if you found these tips helpful you will check out my Peace of Mind Public Speaking Program.

While this program was created for conventional public speaking (speaking in front of live audiences) it does offer many strategies and insights that are transferable and valuable to delivering information on camera.

www.peaceofmindpublicspeaking.com