



VIDEO MARKETING & LIVE STREAMING

WITH JUDITH QUIN

www.signalbizhub.org



Your *Whole* Voice
confidence • connection • communication

*Judith
Quin*

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www.YourWholeVoice.com

My Mission:

To transform the lives of more than 100 million people by creating more confident, connected, communicators who speak with clarity, confidence and conviction; no matter the situation.

To empower you to:

Discover Your Voice

Express Your Truth

Speak With Ease

How to Speak to Camera Like You're Speaking to a Human Being



“The Camera Loves You Dah-ling!”

But how do you see yourself?

What do you hate about seeing and hearing yourself on camera?

- I hate my voice / the way I sound
- I hate my nose
- My mouth does something weird
- I look so uncomfortable
- It feels like ‘showing off’
- Who am I to put myself out there like that?
- Who wants to hear what I have to say?
- It’s just so egotistical to assume other people will want to watch

Which world famous actor said this?

"I don't see r
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I've never ev



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With A View."

“But I don’t have the right equipment.”

What technical or equipment ‘reasons’ do you create for not just putting yourself out there?

- I don’t have a professional camera
- I don’t have a microphone
- I don’t have a tripod
- I don’t have lighting
- I don’t have a backdrop
- I don’t know how to edit
- I don’t know how to write what I need to say
- I don’t know how to get it on the right channels / my website

“But I don’t have the right equipment.”

What equipment do you *really* need?

- Your phone

How can you best use what you have?

- **Be lit** – stand in front of a window, or with the sun in front of you
- **Be heard** – you don’t *need* a mic, but if you want one, the one on your earphones that came with your phone is great.
- Post it on FB

Additional tools that might be useful later:

- A soft phone tripod
- A ring light
- A separate microphone
- Editing experience with i-movie or pc/android app for simple start/finish edits
- Support from someone who knows their stuff

How do you do it?

FB & You Tube: Hold the camera horizontally

Insta: Hold the camera vertically

At a good arm's length (or holding your selfie-stick/
mini tripod with elbow tucked in
or on tripod)

Look at the camera – not the screen



What do you want from your audience?

Do you have expectations of what you want from them if you put yourself out there on camera?

- What if people don't agree with what I'm saying?
- What if my competitors steal what I'm putting out there?
- What if people don't like me?
- What if they don't leave comments or ask questions?
- What if I'm talking to no-one?



What do you want from your audience?

It's not about what they give YOU – it's about what you are giving them, and creating connection. So

- What are you passionate about?
- Why do you do what you do?
- What impact does it have on your clients?
- Why is that important?
- What is the passion behind your purpose?

THIS is the energy you need to connect to when speaking to camera



What do you want from your audience?

TELL THEM!

- Know the reason you're doing your video/live (be specific)
- Have no more than 3 things to talk about (Just 1 is fine)
- Tell them something useful that they can implement
- Ask them what else they'd like to know
- End with a simple call to action.

Calls to action:

Comment below

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Your *Whole* Voice

confidence • connection • communication

Find Your Voice
Free Your Voice
Liberate Your Life

&

Boost Your Business



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How To Speak To A Camera Like You'd Speak To A Human



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"My confidence in communicating to small and large groups was much improved as a result of applying the techniques I learned. I would recommend Judith's coaching service without hesitation."

(Ian Corbin ~ Manager, Operational Risk at Abu Dhabi Investment Council)

1 – "The Camera Loves You Dah-ling!" But how do you see yourself?

What do you hate about seeing and hearing yourself on camera?

Physical: (what you don't like about what you see/hear)

Mental: (what others might think)

Emotional: (What emotions go through you before camera work)

2 – Equipment Excuses

What equipment are you waiting for?

What do you really need?

3 – What are you looking for from your audience? Validation? It's not about you ... but ... why do you do what you do?

5 things that ignite your passion about what you do and who you serve:

1

2

3

4

5

How To Speak To A Camera Like You'd Speak To A Human

Fill in the blanks...

"I am not an actor, I'm a

and I'm passionate about

I KNOW that the work I do helps people with

Because (proof)

SO – I don't care what people who aren't my ideal audience think or say about me, because those who matter need to know I exist and doing video and lives is one of the easiest and most direct ways to connect with them."

Write a list of the qualities that people admire in you – and if you don't know or find it hard (this is one of the most unpopular of my exercise with my clients!) – HOMEWORK .. ask on your FB page – or email past clients and say 'I did a workshop and I've been asked to find out what good qualities other people think I have – please give me a word or two.'

My Qualities:

4 - Who are you speaking to?

What is missing in your clients/customers life that you can provide?

What are they going through that you enhance/improve/remove/solve?

What are they fed up with, done putting up with, tired of?

What do they WANT? What are their NEEDS?

How To Speak To A Camera Like You'd Speak To A Human

5 – Take Action & Use Your Imagination

Who is your perfect client? Imagine that your favourite client is just behind the camera The client who has had the best results from working with you, the one who has recommended you more than anyone, the client who shows up, pays up and stays.

Imagine that they are there .. but it's them before they worked with you – so speak in a way that THEY would hear you and know that you are just about to solve all their problems.

NOW – do it! Make a video or go live – just for a minute or two

What are the favourite things you've learnt today?

NEXT STEPS?

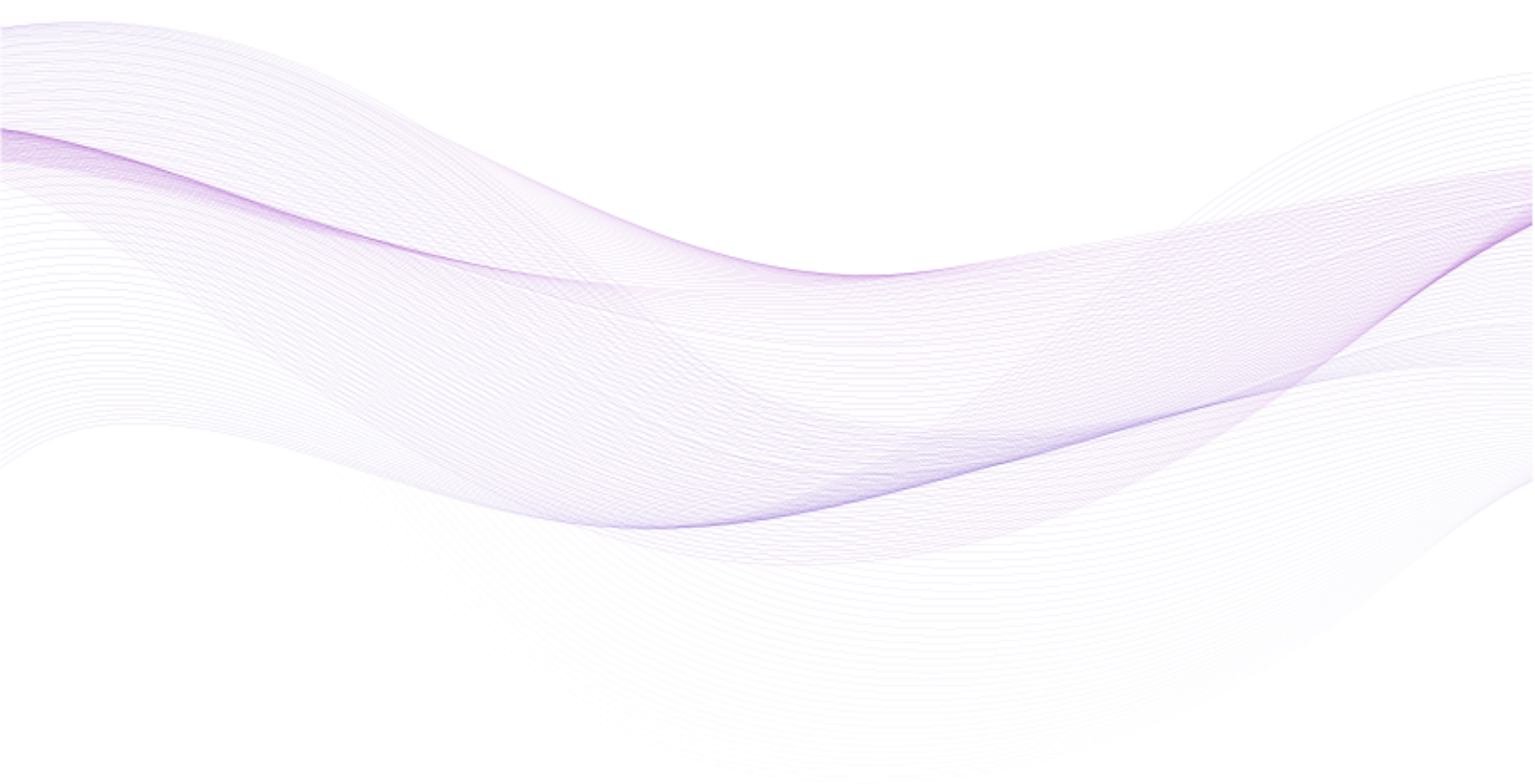
- Download your FREE Top Ten Tips to manage nerves and speak with confidence. Go to www.yourwholevoice.com/resources-for-life where you can choose to download either the pdf or the video depending on how you prefer to learn. Or both if you fancy!
- I want you to reach more of the right clients, to make more of the difference that you make. To do that you need to speak with clarity, confidence and conviction, no matter the situation. How can I support you so that together we can release the barriers and blocks that stop you from speaking up and sharing the passion behind your purpose?

If what I have said has resonated with you, if you know that your business would benefit from you being able to communicate your message more clearly, then get in touch and let's find out whether we are a good match and if so, then which of my services would suit you best.

To book your complementary clarity call to find out how working with me would benefit you, and which service would be best for you: [click here](#)



SiGNAL BizHUB - April 2020
Video Marketing & Live Streaming



Introduction

Today's speaker is Judith Quinn a Public Speaking Coach and Vocal Confidence Specialist. She's an expert at communicating with confidence and helps her clients put themselves out there whether it's on video or in front of a live audience. The session will share plenty of practical tips for communicating who you are and what your business does; and getting across what you stand for and what you're passionate about.

Delivering good video content can really build your business and bring in a stream of enquiries. If you are considering using video to communicate with prospects and customers are you ready to put yourself in front of the camera?

Our Key Content session this month will explore the wonderful world of video marketing and the growing trend for user-generated content. If you've got a smartphone there's no reason why you can't get in front of the camera and communicate directly with your customers. You can even do it in real-time using Facebook Live to really stand out from the crowd!

With the current situation looking great in a video is now more important than ever, so our session today covers how to look, and sound great in a video from a zoom call to a Facebook Live.

If you've wanted to use video marketing but are a shy and retiring type, this session is for you! Judith will help you overcome your reticence and find the confidence to put yourself in front of the camera and start communicating with your customers effectively.

Develop your key message by answering the following questions to develop your video messaging.

Your Video Content

1.0) Who are you communicating with?

Identify who your target audience is so that your script is aligned with their interests and needs.

1.2) What is your brand's personality?

Articulate what your brand's personality is for tone of voice and presenting style. Are you premium? Friendly? Local? Authentic?

1.3) What do you want to share and talk about?

Focus on one clear subject rather than confusing your audience with too much information.

Your Target Audience

2.1) Why would your audience want to know about this?

What's interesting about this subject for your target audience

2.2) Why is it important for them to know about it right now?

Be clear on why your audience should stop what they're doing to watch your Facebook Live.

2.3) How can they implement your content / ideas?

Think about the steps your audience needs to take to implement your ideas.

Your Objectives

3.1) What do you want your target audience to do?

Choose one clear CTA to avoid confusion.

3.2) What are the benefits for them if they do it?

Identify the motivating factors that will get your audience to change behaviour i.e. from passively watching your content to actively engaging with your brand.

3.3) What is your customer journey?

Have you mapped your customer journey to deliver a fantastic customer experience when your audience engage with your Facebook Live?

Create Your Content

Using your answers above, brainstorm your video content below:

Introduction

The first few seconds of your video should set the scene and give your target audience a clear reason to watch. Describe what your show will be about in one sentence and 5 reasons your audience should stay tuned until the end:

Main content

Using bullet points, breakdown your subject matter into key points. For example, if you're talking about a product or service: how does it works, how does it deliver the viewer value, how does it differs from your competitors?

Call to Action

List 3 reasons why viewers should engage with your brand and a clear call to action explaining how they can do that:



Write your script!

Using the structure above draft your script in the space below. Then read it through aloud to ensure it flows and to practice your tone of voice and timing. You may want to edit your script several times, changing words and sentence structures, so that it's easy to deliver and engaging for your viewers. Then try practicing it on video so you can play it back to really make sure your message is loud and clear.

Conclusion

Like any marketing piece having a clear message, with clearly defined benefits and value to your target audience and a easy to understand call to action before you start will improve the results you get from video marketing.

Like any skill practice makes perfect, so take time to rehearse your video and if you can share it with some people you trust to ensure you have not missed something very obvious.

If you have any questions about this topic bring them to our Mini Mastermind on the 4th Week of every month.

To Book Click Here - <https://www.signalbordon.org/events-training>