



Preparing for the Camera

Use Color with Caution

Choose colors wisely: shiny fabrics or busy patterns are a no-no.

Women look good in jewel tones with simple matte jewelry.

Men look better in pastel colored shirts, navy blue blazers, and simple ties.

Tip: Everyone looks good in Carolina blue.

Practice Good Posture

Sit up straight. It's easy to get too comfortable and sit back in the chair. While it may be relaxing, on camera you can look slouchy.

Keep a Sparkle in Your Eyes

Close your eyes and tilt your head forward while taking a deep breath.

Calm your mind and focus on your opening statement.

Exhale, pick your head up, open your eyes and start.

Use Your Hands

Gestures are a very powerful aspect of self-expression.

Keep your elbows bent around the mid-section of your body. This puts your hands above your waist and below your shoulders—visible but not in the way!

Avoid Noisy Clothes

How does the fabric move if you shift in your seat or get up and move about? Will it rustle when you move, creating audio problems?

Voice and Delivery

The end of each sentence is a good place to take a breath.

Breathe slowly and deeply through your nostrils. It's silent and helps moderate your pace.

Talk to the Camera

Find out where to look. Create an imaginary audience and strive to connect with your listeners.

Keep It Conversational

Speak in an informal tone.

To mimic natural speech, emphasize only one word per sentence.

Reboot

Take your lead from the pros, pause and pick up again with a complete thought.

Remember, no apologies are needed; keep a good sense of humor, stay focused and forge ahead.