



Section 3 - Secrets of Professional Presenters

Transcript

May I be among the first to congratulate you on getting to this point in the course? This is a big deal. You're getting very close to launching a totally new kind of communication into your world.

In this video, we're going to talk about some simple things that you can do in several areas that will help you express your Role and its energy far more effectively in every video you do. You see, no matter how much you've integrated these ideas into your on-camera persona, you still have the same body; the same voice. Hopefully the self-coaching exercises have expanded that comfort zone of voice and body quite a bit already. And the Role will animate you in new ways, but you might need a little more oomph to project that energy beyond the lens. That's what the videos in this section are really designed to do.

These are the secrets of the pros. So we're gonna look at the physics of perception, the psychology of performance, then some really ground level tactics on what to do with your hands and your eyes and your energy.

So let's get started. One thing that trips up a lot of people is how strange they look on camera versus how they look in the mirror. Quite natural. The mirror only shows us the reverse of what we look like to others. So seeing ourselves on video is actually seeing ourselves as others see us. And for some, that can be a shock to the system.

But really when you think about it, being able to see yourself as others see you? That's a gift. It helps you connect more honestly, more directly, more vulnerably. And that's one of the things that creates trust between people. So I say, embrace this idea of seeing yourself as others see you. You may find it a little odd at first to look at yourself in such a weird way, but in just a little while, it will feel normal and you'll think nothing of it. It'll just be Tuesday.

Now, the second thing is to just remember that this will not be the last video you ever make. I look back at the early ones I did and they make me chuckle they're so bad, so truly, truly bad. But you persist and each one gets a little better. The truth is none of us ever really get over the idea that we could have done a better job. We'll never get it perfect. But obsessing over it is at best counterproductive and at worst crippling. The best way to keep your fears from owning you is to make a lot of videos.

What do I do with my hands? You know, the standard thing is to put 'em in your pocket and keep them there where they can't get into trouble.

I say get in trouble. Talk with your hands, but not with choppy gestures where you, you know, you only use both hands at the same time. Like you're in a bad Kung Fu movie or something.

Practice the one handed gesture, it'll blow your mind. And with practice and awareness, this alone will make you infinitely more natural and watchable on camera. Now you don't want your hand gestures to be conscious as much as flowing and natural and you know, that takes practice like any other skill that becomes second nature to you.

So what I'd like to do is give you a little trick that the pros use to keep their hands from flying off their arms. This is based on how much of you appears on the screen. So there are standard places where the image of your body is cut off. The first one is head and shoulders.

Now, obviously we're not gonna be doing much with our hands up here. So gesturing, while it's good for your energy, isn't really helpful in terms of communication. The next place for a natural cut is just above the waist. And here it gets a little tricky, but before I show you the tricks, let me show you the place where it usually feels most natural for people to use their hands.

That's when the screen image stops here, you know, just around the belt line. Now you can gesture all day long. It feels quite natural. But most of us, when we put ourselves on camera tend to cut the image off around waist height, a little higher. And this is where using the same kind of hand gestures, as in a larger image, doesn't work nearly as well because they can't really be seen or just barely seen.

So what some people do is raise the entire set of hand gestures above the screen line. Now it takes some experience to start feeling comfortable doing this. And one of the things that makes it tricky is what you do with your hands when you aren't gesturing. Because if you just put them down, then the next time you gesture, it can seem forced to bring your hands up so high, when the natural inclination is to gesture lower. So you can put your hands in a high neutral position like this. So one hand sits on top of another one or sits inside of another one.

Now, when the screen is cut off lower, your neutral gesture is a little different. You don't have the full length of your arm to settle one hand inside another, like this. So you simply touch your fingers together or interlock them. This keeps you from making distracting gestures with your hands and shows you as in control. And it makes you feel solid. Confident.

Eyes. Boy, another thing you should not do is simply stare, especially if you're using a teleprompter. It's understood in psychological circles that people don't stare at one another when they're having a conversation. People actually look away about every ten seconds. Well, when you're on video, you don't wanna stare either. So you need to let your eyes access other parts of your brain by looking down to the left or right, or up to the left or right. You don't even need to move your head to do this. Just that split second of looking away, cues your viewer that you're not just reading to them. It's very powerful. Especially when using the teleprompter. I'm doing it right now.

So how do you deal with low energy when what you need is high energy and you kind of always need high energy because the camera strips away about 50% of what you do give it, takes it right away. So I'll tell you one thing that seems to work for most people. It works for me too. Imagine that you're outside at a picnic, talking to your Uncle Albert, who's a little tipsy and he's really busy watching the hot dogs cook, and you want to get his attention and he's about 10 feet beyond the camera. So project enough to get Uncle Albert to turn around and look at you, but in a certain way, you don't want to yell. So let's say you have some script that goes, like, "imagine that you're outside at a picnic, talking to your uncle Albert, who's a little tipsy and he's really busy watching the hot dogs cook, and you want to get his attention". [shouts] And he's about 10 feet beyond the camera. So project enough to get uncle Albert to turn around and look at you. [/shout]

Get the difference? Good. Now remember these are just tools. Important as they are, the very best thing is for you to develop a Role that is magnetic, fun, and authoritative. These tools will help insure that who you are is who your viewer actually connects with. So do these really important exercises full out before you record your first few videos.

You'll be glad you did. And so will your audience.