



10 Tips To Avoid When Creating Your Video

1. **NOT DOING IT:** Utilize video to build your career! It's a MUST for meeting planners to see you in front of an audience!
2. **USING YOUR PHONE:** While your phone might have a top-quality camera, it CAN have some setbacks i.e. inaudible, poor lighting, etc.
3. **SHAKY CAMERA:** You know those videos that make you feel like you are on a roller coaster? Me too! Make sure you have a sturdy form of filming i.e. Tripod
4. **POOR AUDIO:** Echoey rooms and cutting in and out are only a couple of ways to make your meeting planner not watch more than a minute. Keep audio clean, crisp and audible!
5. **NO LIGHTING:** You will be AMAZED at the improvement by using a simple ring light (or two small soft lights) can make in your video turning it from amateur to professional.
6. **DIY VIDEOS:** Hire a Professional to film and edit your reel.
7. **ONE LOCATION:** Having videos from only one location makes you seem small and brand new. Do whatever you can to have some footage from new audiences, even if it's a couple seconds.
8. **NOT SEEING AUDIENCE:** Don't have the meeting planner think you recorded in an empty room. Showcase your audience from a couple of angles. This is an instant credibility booster!
9. **SIZZLE REEL:** Don't JUST think about your sizzle reel. Get comfortable filming to create weekly content for social media platforms! If a meeting planner likes your reel, the next step is to head to your social media-have it ready!
10. **TESTIMONIALS:** TWO mistakes speakers make when filming testimonials: 1) Not getting them. A meeting planner wants to know you can resonate with an audience! Hearing real-world praise from audiences is absolute GOLD. 2) Have framework. Don't let them mindlessly ramble. Include questions like "key takeaways" and "how your speech transformed them."



This information was provided in collaboration with Jason Croft at www.thejasoncroft.com