

# ON-CAMERA BOOTCAMP

***(Sneak peek time)***

with

SARAH Michelle Brown

# GREETINGS!

I work with Fab-Preneurs (yes peeps like YOU) who are **suuuuper scared of making videos, of being on-camera** and are **feeling overwhelmed** by the process.

I'm a filmmaker and Virtual Video Director and I'm here to help kick your video fears to the curb.

**I created the step-by-step On-Camera Bootcamp to help you:**

- Become confident on-camera.
- Bring your best YOU to your videos.
- Learn simple tech solutions.
- Create videos your dream clients will LOVE.
- Make pressing Record fun and profitable!

*Fun stuff!*

If you're ready to take the "eek" out of pressing record, then read on.

Dream up,



Sarah Michelle Brown  
Your Virtual Video Director



# ABOUT THE ON-CAMERA BOOTCAMP



The On-Camera Bootcamp (OCB) is your video home away from home.

I developed this program as a one-stop-shop for video newbies who need help facing both their on-camera AND video-making fears.

In fact, the first half of the program is ALL about getting you comfy and having fun in your videos. Then, believe it or not, you'll be excited to learn achievable tech.

**In only 6 weeks, you turn your Fear into Fabulous.**

Get ready to delight and engage your dream clients through video!

# HOW WILL I LEARN?

The On-Camera Bootcamp is designed for you to learn, digest and take ACTION:

- This system gives you the three primary ways that people learn, so you can customize your form of training: Each week you get digestible video tutorials, plus audio versions and transcripts.
- You also dive into your mindset through Sweet Sheet PDFs that help you understand your video strengths and weaknesses.
- AND you get a series of weekly “Video Missions” that get you pressing the record button with increasing confidence.
- Also, the private group gives you a suuuuper safe space to post your videos, get ah-mazing cheerleading and inspiration (seeing your fellow students be brave too, goes a LONG way)!
- Last, but not least, during the live run of the OCB, you get group coaching calls with me. So you can hop on and get your extra Qs answered.





# WHAT ABOUT THE F-WORD... FEAR?

Is it unusual to be freaked out by video? Nope.

In fact, I'm an introvert by nature.

As a filmmaker, actor and entrepreneur I had to learn how to OVERCOME my video Fear *and* how to help others (and myself) SHINE.

Being in front of AND behind the camera over many years has given me a unique perspective on dealing with video Fear.



**(I've spent 10s of thousands of hours + dollars learning how to make engaging videos AND to shine on-camera.)**

Fortunately for you, I've distilled *everything* I've learned into a simple step-by-step Fear-busting process.

In fact, the Fear actually *LESSENS* the more you progress through the On-Camera Bootcamp.

**However, the Fear won't lessen if you:**

- Do nothing.
- Press record a couple times with *icky* results... and then STOP trying.

**If you're READY to shine on-camera, then I'm ready to help you UNLEASH your own unique light to the world!**

# WHAT ABOUT ACCOUNTABILITY?

One of the great things about the On-Camera Bootcamp is the community that comes along with it.

You've got your very own supportive video family right at your fingertips. In fact, one of the first things you can do is find an accountability partner for the course.

In fact, when you enroll in the OCB, you get access to the Secret Facebook group where you join fellow Fab-Preneurs who are on a similar adventure.

During the live run of the program, *I'll be there every single day* to cheer you on, to give you written advice on your videos and to make sure that it's a supportive and positive environment.

In fact, I make it suuuper clear that it's a place to cheer each other on.

This video family is ALL about positivity and celebrating your wins.

Most Fab-Preneurs get EXTREMELY critical of their first video attempts. Our community helps counter your inner critic and keeps you moving forward.

Even if you feel like your video sucks, we'll be there to let you know what is GREAT about it – there's ALWAYS something.



# WHAT YOU GET

*(A closer look)*

# PRE-COURSE MINDSET PREP



TIME IS ON  
YOUR SIDE

3 KEY INGREDIENTS  
TO VIDEO SUCCESS

TWO POWERFUL  
VIDEO MINDSETS

ACCOUNTABILITY

Before the OCB *officially* begins, you get to prime your brain for your video adventure with this EARLY BIRD TRAINING!

As soon as you purchase the program, you get *instant* access to these pre-course goodies.

PLUS you get my recommended resources as soon as you sign up, so you can make your video gear purchases (if you want to) well *before* we hit tech!

This is a great time to get prepped for your adventure, to find an accountability partner and to start your mindset shift *before* the program even begins!

You also make your own personal pledge that you will *commit* to completing your video journey.



# WEEK ONE - ON-CAMERA WARM-UP



MAKING DROOL-  
WORTHY VIDEOS

PRACTICE MAKES  
PARFAIT

TRANSFORM FEAR  
INTO FABULOUS

VIDEO WEIGHT  
LIFTING

This is the first official week of the OCB and it's time to dive on in. You get:

- Major tips 'n' tricks for getting comfy on-camera.
- Mindset challenges that make this rookie stage easier for you.
- Deep dives into how YOU CAN actually, truly shine on-camera.
- Your first Video Missions (yep it's time to start pressing the ol' record button).



# WEEK TWO - ON-CAMERA CARDIO



FIVE WAYS TO  
BANISH THE  
INNER CRITIC

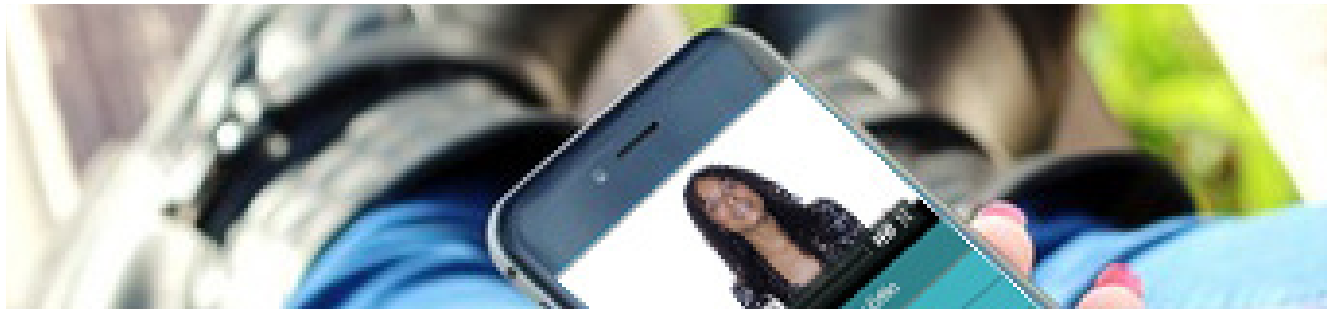
YOUR HERO'S  
JOURNEY

YOUR  
"ORDINARY WORLD"  
EXERCISE

THE "WHY" THAT  
WILL CHANGE YOUR  
VIDEOS FOREVER

This week is all about keeping your on-camera momentum going. Get ready to:

- Discover how to kick your video inner critic to the curb once and for all.
- Learn simple tricks that make pressing the record button easier.
- Discover YOUR unique video journey and how it impacts your biz + your dream clients.
- Dive into your next set of Video Missions that help you go a deeper into your unique on-camera power.



# WEEK THREE - DISCOVERING YOUR "IT" FACTOR



THE "YOU"  
RULE

YOUR VIDEO  
ALTER EGO

HAPPY  
ACCIDENTS

THE DORK FACTOR

YOUR DREAM  
CLIENT'S "OW"

YOUR DREAM  
CLIENT'S  
MONOLOGUE

YOUR LOVE LETTER

This is a FUN + challenging week! Get set to:

- Learn what your clients REALLY need from you in your videos.
- Discover why your video "mistakes" are actually GOOD for you.
- Tap into your beautiful quirks so you can feel more free in front of the camera.
- Discover what makes you MAGNETIC in your videos so that your dream clients can't get enough.
- Get some seriously *fun* Video Missions designed to bring out your inner shine!!!



# WEEK FOUR – IMPLEMENT-PALOOZA



By this time in the OCB, some students need extra time to play catch up and/or to absorb what they've learned.

*So there are no new lessons released this week.*

It's time for you to dive in, take a breather, digest or implement.  
It's up to YOU how you use this week.

The key here is to do what you need to do to prepare your mind for the upcoming tech training.

## **Why is this so important?**

Because I HIGHLY recommend that you complete the first three weeks' worth of training and Video Missions BEFORE you dive into anything tech-related.

Even the *thought* of tech can stop you in your tracks if you're not ready.

*Think of the first three weeks as confidence and mindset PRIMERS. :-)*

Oh and I haven't forgotten about the #GoldStarStudents who are *already* caught up. Also released this week are a BUNCH of bonus Video Missions for the keeners to choose from and try out.

(Have I mentioned that I was SUCH a #SuperKeener in school, lol?)



# WEEK FIVE – TECH-NIQUE (PART ONE)



SOUND 101

EASY PEASY  
LIGHTING

BODACIOUS  
BACKDROPS

SIMPLE CAMERA  
TRICKS

It's time to dip your toes into the pool o' tech!

This week you get simple, achievable baby steps into making videos that look and feel more professional.

And if you've done all your homework up until this week, you'll be CRAVING these lessons. You'll be READY to take this next step.

Imagine actually being EXCITED to dive into tech! :-)

**You get my fave tricks for giving your videos more polish in the *simplest* possible ways.**

Check out the screen shot from the training video on Easy Peasy Lighting.

You. Can. Do. It.





# WEEK SIX - TECHNIQUE (PART TWO)



## LIGHTING 101

## EDITING 101

After learning the simplest tech last week, it's time to dive into the next level of lighting and simple editing.

For the next level of lighting, you start using cost-effective video semi-pro lighting kits.

You learn *exactly* how to create the popular white backdrop set up, plus you discover a simple lighting set-up that you can use for ANY occasion.

In the editing training I teach you EXACTLY how to edit your videos from start to finish.

**Get my tricks of the trade that make your learning curve 1000 times easier than trying to do this stuff on your own.**



# GRADUATION BONUSES

I'm a personal super fan of programs that give you high value bonuses! So guess what?

**When you complete the OCB you get a slew of sweet bonuses released into your hot hands.**

Check these puppies out:

1. **Let's Talk Visuals** – Discover the filming secrets that transform your video from average to awesome.
2. **Secrets for Your Home Page Video** – Learn how to craft an engaging home page video.
3. **You've Made a Video... Now What? Social Media Tips with Karen Yankovich** – Join me and social media strategist Karen Yankovich and discover ah-mazing strategies to leverage your videos to get them SEEN.
4. **Pre-filming Warm-Up Tips with Molly Mahoney** – Use these warm-up tips to energize your mind/body/spirit and get prepped to press the record button.
5. **Unleash Your Voice with Tina Zaremba** – Learn how to make the MOST of your unique voice with vocal coach Tina Zaremba.
6. **Makeup Masterclass with Roxanne DeNobrega** – Learn simple camera-ready makeup tricks from a film industry pro.
7. **Wardrobe Intensive with Peter Fit** – Get ah-mazing tips on creating your on-camera wardrobe from stylist Peter Fitt.



Are you ready to shine in your videos, get comfy on-camera  
and create real connections with your tribe?



*Life is too Short to play it small.  
Dance as though \*everyone\* is watching.*