

Four Ways to SHINE in your Videos

~ quick tips for standing out





Welcome

Hey VideoStar (in-the-making)~

Thanks for signing up for this freebie! Let's dive in, shall we?

The internet has become such a noisy landscape. So how do you SHINE in your videos so that you can stand out from the crowd?

With video there are TWO core approaches:

1. What they NEED from you.
2. What you uniquely GIVE them.

This isn't about "Look at me! Look at me!" It actually goes much deeper.

What's included in your worksheet:

Three short lessons and four quick exercises.

Let's DO this!

Dream up,



Sarah Michelle Brown
Your Virtual Video Director



LESSON ONE

What **THEY** need

When you first start making videos, and you're freaking out about technology + content, know this:

Technology is the LEAST important part.

AND...

While content is important, there is something else that matters even more!

The real game changer is the ability to create a unique emotional **EXPERIENCE** for your audience.


Think about your favourite movies. Great films are about the **experience you have while watching them.**

It's the same with making videos for your biz.

Your dream client wants to learn something, absolutely.

But they can get the same type of content from a bunch of different sources.

What keeps her coming back is how she FEELS when she watches your videos.



The key to standing out from the (video) crowd is to tap into what your dream client **NEEDS at both the training level AND at a deeper level.**

With video, it's not just about the KNOWLEDGE she craves.

It's truly about what she FEELS when she watches you.

Consider your dream client:

There's this gap between where she is and where she wants to be.

In that gap lies her frustration, her fears, her blocks, her insecurities, her lack of knowledge and her worry about accomplishing her goals.

ALSO in that gap lies her excitement, her motivations, her hopes and dreams for a better life.

At her core, your dream client is just a *person*.

And when she brushes up against the proverbial gaps in her life and biz, she also goes through those very human experiences.

The GREAT news is that in that gap also lies your videos.

Okay, time for your FIRST exercise. Yahoo!

EXERCISE ONE

Using the list below as a guide, write down the top *painful* emotions your dream client experiences BEFORE working with you:

alarmed
alone
angry
anxious
apprehensive
arrogance
ashamed
awkward
blocked
bored
critical
confused
cynical
defeated
despair
desperate
directionless
disappointed

discontent
distracted
distressed
dread
embarrassed
enraged
envious
exasperation
exposed
fatigued
fraudulent
freaked out
frustrated
disappointed
disgruntled
disgusted
disoriented
distracted

greedy
grief
guilty
harmful
helpless
hurt
indifference
injured
insecure
intimidated
jealous
lack
lonely
nervous
overwhelmed
pain
panic
paralyzed

pessimistic
restlessness
scattered
self-pity
scared
sceptical
silent
sorrow
stuck
tense
terrified
trapped
uncertain
unfocused
unstable
worried

LESSON TWO

What you GIVE

There is one thing that I want you to focus on giving during your early videos: ENERGY

When people first start making videos there's generally only ONE TYPE OF ENERGY that they tap into and it comes with a few different names:

FEAR NERVES ANXIETY INTIMIDATION AHHHHHHH

If you project a fearful energy in your videos **you actually dull your own shine.**

Compare that, to say, a **joyful energy**, a playful energy, a calming energy or a rebellious energy...

Big difference, right?

Well here's what you need to do in order to create videos that speak to what you uniquely have to give:

ALLOW the amazing energies that you NATURALLY have to SHINE through when you're in front of the camera.

While this is easier said than done, let's start you on the right path...

EXERCISE TWO

Using the list below as a guide, write down the amazing energies of your personality that you'd like to GIVE in your videos:

- | | | | |
|---------------|--------------|------------------|---------------|
| active | eloquence | logical | secure |
| adventurous | empathetic | loyal | sensitive |
| articulate | enthusiastic | moderate | serene |
| aspirational | extroverted | nerdy | serious |
| athletic | exuberant | objective | sexy |
| awkward | focused | observant | shrewd |
| calming | fun-loving | outspoken | simple |
| caring | friendly | patient | sociable |
| clever | gentle | perfectionist | sophisticated |
| colourful | genuine | personable | spontaneous |
| compassionate | good-natured | planner | strategic |
| confident | hardworking | playful | strong |
| conservative | holistic | practical | stylish |
| considerate | honest | principled | sweet |
| contemplative | idealistic | problem solver | sympathetic |
| cooperative | imaginative | quirky | trusting |
| courageous | independent | realistic | understanding |
| cultured | innovative | reliable | warm |
| creative | intuitive | resourceful | wild child |
| decisive | introverted | rebellious | wise |
| deep | joi de vivre | romantic | youthful |
| dramatic | kind | sage | |
| elegant | liberal | self-deprecating | |



EXERCISE THREE

Using what you've learned, it's time to claim your *shining intention* for your videos.

Fill in the following:

My dream clients want to learn how to (your teachings):

So they no longer feel (their pain):

I stand apart from the crowd by allowing my (your energies):

to shine through in my videos!

How YOU shine

LESSON THREE

Learning how to shine on-camera is primarily about TWO things:

PRACTICE + POSITIVITY

Making practice videos is KEY. Especially if you're super nervous.

Many entrepreneurs think that when they make a video, it's *always* for the PUBLIC.

Not true – In fact, your early, awkward videos should **ONLY** be for you and your trusted peeps. A.K.A. supportive, private communities.

Also, any feedback you *do* get should be in the form of positive cheerleading in that safe space.

Your FIRST video steps should all be about encouraging your FIRST video steps.

(Yep, “FIRST” was **doubled** for a reason):

When it comes to video, people tend to be extra precious.

Critique at this delicate stage only encourages your mind to decide that you can't do this (so you'll quit **before you actually discover your own BRILLIANCE.**)

But once you get past your early fears you REALLY start to SHINE in your videos!

EXERCISE FOUR

(it's interactive!)

This one is simple + powerful.

Starting your video adventures can be the hardest step to being able to truly shine and stand apart from the crowd.

So let's go ahead and do that step together!

Grab a camera that is the easiest for you to use (phone, webcam, etc).

Point it in your direction (**don't worry about the video or YOU looking good in this – I truly mean this**).

Hit the record button and talk about your favourite animal for ONE minute.

[Then join our super secret Facebook group and post your video for some cheerleading from me.](#)

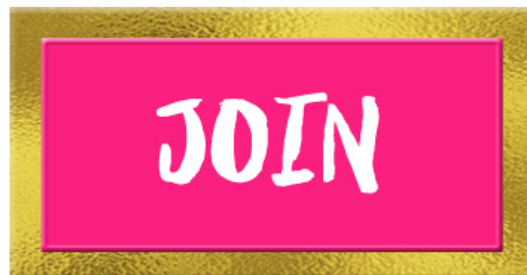
Was it terrifying? Freeing?

Did you forget what to say? Did your palms sweat?

Did you think about how much you were sucking while recording?

I've heard it ALL and **I want to hear how it went for YOU!**

Do this baby step and then **[join the group right here.](#)**



About SARAH

Sarah Michelle Brown's passion is for telling stories that reach out and give audiences a powerful experience. She is a multifaceted artist who writes and directs for the stage, in music videos, documentaries and film.

Since studying at the Neighborhood Playhouse School of Theater in New York City, Sarah has been writing, directing and producing her own film and theatre projects.

Most recently, Sarah has turned her nearly two decades of experience in front of and behind the camera, into a method of training passionate entrepreneurs how to uplevel their on-camera presence.

Videos that Shine is the one-stop-shop for entrepreneurs to learn how to express themselves and authentically speak to their dream customers through their video content.

Sarah also conceptualizes and live-directs Beautiful, Branded Videos for her entrepreneur clients, and continues to create her own artistic projects.



WANT TO WORK TOGETHER?

