



# *Kick Your Video Fears to the Curb!*

*How Fab-Preneurs can transform fearful into fabulous,  
and awkward into awesome!*

**By Sarah Michelle Brown**  
*Your Virtual Video Director*

*If you want to connect with  
your tribe in a powerful way,  
you're in the right place.*





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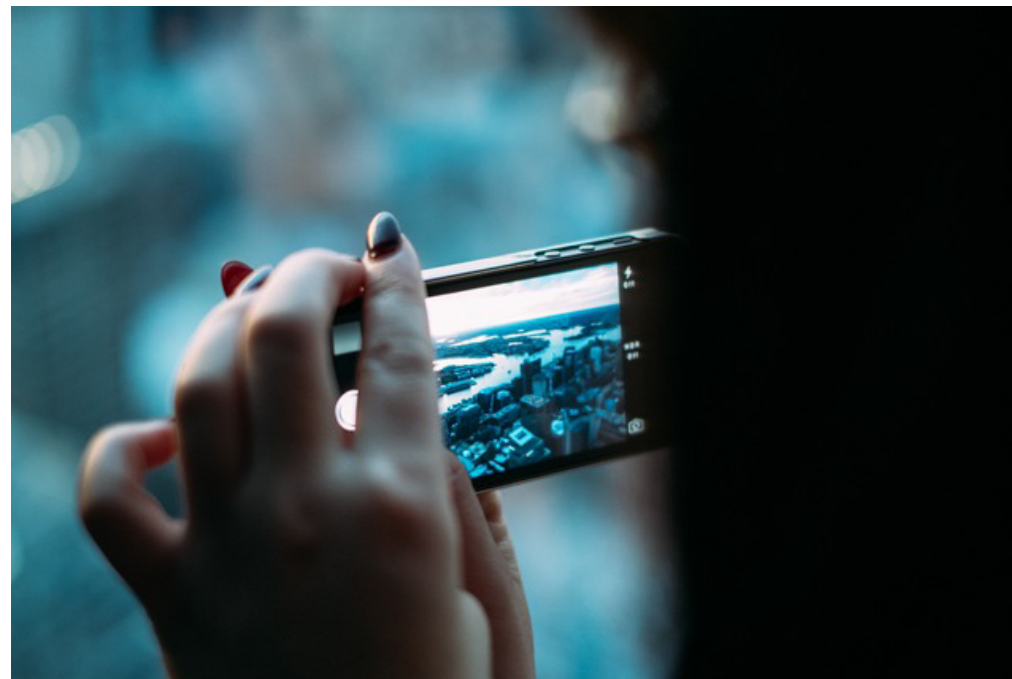




## WHAT'S **NOT** IN THIS EBOOK

Hey hey hey, a quick heads up that this isn't a super techie how-to for making videos. If you're looking for guidance exclusively in that department, then this ebook ain't for you, my friend.

If, however, you want help around shifting your mindset when it comes to making videos for your biz, and learning how to get started easily, then you're in the right place. C'mon in!







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BEFORE YOU DIVE IN...

Send me a quick line to let me know  
what your TOP video fear or challenge is.







# Welcome!

## Hey there Fab-Preneur!

Your tribe is waiting to hear + see you. But you're feeling too overwhelmed by making videos. Let's relieve you of some of that intimidation, shall we?

This is Sarah Michelle Brown, Your Virtual Video Director here, and I'm sooooo excited that you're beginning your journey to rockin' amazing videos for your tribe!

Welcome to your first step in changing your mindset around being on-camera and making videos. This is a handy little ebook / interactive party for ya.

Okay, it's time to help you bust through your video fears and actually have some fun with making videos and putting yourself on-camera. Your tribe will THANK you for it!

So first up just a little bit of housekeeping. **There are 3 key things that I want you to say yes to, before you dive on in.**

Wait for it... Wait for it...







# ONE

**Have an open mind.** With video – especially when you first get started – you need to let yourself wander for a bit. This is a delicate time, you won't know the answers right away, and you may experience a lot of inner-resistance.

# TWO

**Be kind to yourself.** Say this mantra out loud: Every time I press record I move closer to my dreams. Whether your experience sucked, whether you felt like a llama in front of the camera, it doesn't matter. EVERY TIME you press record, you're moving through your video blocks.

# THREE

**Embrace the flaws.** This is as true in videos as it is in life. NOTHING is perfect. As much as we want to only be great, those imperfections, those quirks, those things that make you different, are actually your gold. It's where your shine lies.



# CONFESSIO TIME

**I can't lead you down the video road without letting you in on my beginnings.**

I started off in the entertainment industry as an actor. I went to theatre school in New York City; I was an artist who couldn't wait to create!

I got cast in my first ever short film, and let me tell you, I memorized the s\*%t outta that script. Knew it left and right, inside and out.

And then I stepped onto set.

(cue horror music)

I freaked out. Not like a diva freaking out, you know, throwing blush across the room and demanding more Champagne.





No, I freaked out in a very private, personal way, that bled across the screen. I got REALLY nervous, my hands started sweating, my ears got hot, I began speaking quieter, my entire energy shifted, and the poor director was quite helpless in trying to dig me out of the video hole I'd created.

**Oh, and did I mention, I forgot about 40% of my lines.** They'd gone from their home inside my brain, and vanished, poof!

I felt so humiliated. But I somehow managed to make my way through the shoot.

At one point, the very kind make-up artist came up to me and said: *"Honey, you've got to be the star. You've got to put yourself in the spotlight. **You've got to feel it inside.**"*

She was beyond right.

But at that time, I simply didn't know how to stop my melting self-esteem from showing up in that film. BTW, I could only watch that film ONE time. On opening night at a film festival. I learned soooo much about what I *didn't* know, and logged that disappointment and public humiliation as **a BIG lesson learned.**

The thing about it was that I actually had the talent, the heart and the skills to have smashed that role.

But I didn't have the confidence or the ability to save the sinking ship that was my ego.





**I let the act of failure and the feeling of fear get the best of me. *Quite literally.***

It was extremely hard to show the best of me.

Been there before?

Trust me, you're not alone.

I've done it publicly, and it wasn't pretty.

Phew! Done writing that. My palms got a little sweaty while typing that story.  
Okay, shaking it out, lol.

Over the years, I've learned many tricks that help me *and* my tribe of Fab-Preneurs smash through the fears that can emerge when standing in front of a video camera.

Ready for me to share them with you? Okay then, keep reading.

**“It's time to put yourself in the spotlight.  
Your tribe will THANK you for it.”**

**TWEET THIS**

A vertical yellow film strip graphic with black sprocket holes, running down the left side of the page.

# One

## Start at the Beginning



**TWEET IT!**

*“Instead of overwhelming  
yourself by tackling  
EVERYTHING at once, try  
taking BABY STEPS”...*





## Do yourself a (video) favour and *Start at the Beginning*.

This first chapter is a doozy. Let's dive in!

Believe it or not, **a lot** of entrepreneurs want to start at the end. They want the amazing, final video result NOW.

They see the amazing videos that other entrepreneurs are making and think to themselves:  
*I want to **start there!***

And they see peers who are super comfortable on camera, who have already learned about lighting and editing (and all that fun stuff) and they think to themselves:  
*Yeah I want that **right now.***

Do you know what this kind of *Destination Mindset* does to most Fab-Preneurs?

It leads to a whole lot of heartache, disappointment, pain, frustration and overwhelm (I could go on). And it actually PREVENTS them from getting the results that they want.

Crazy right?

Don't get me wrong, you do need to know where you want to go, but while cultivating your video mindset, you need to put your FOCUS on something else:

**The REAL YES.** (More on that in a sec...)

Before we dive into the REAL YES,  
here's a little secret for ya:

“In life and biz, there are no overnight successes. There is always PLENTY of sweat and hustle that precedes every single ‘sudden’ success.”

**TWEET IT!**

# A LITTLE MOUNTAIN METAPHOR FOR YA

**As we dive into the REAL YES, think of making videos as climbing a mountain.**

**You don't start at the summit, right?**  
***(Not unless you have a helicopter, i.e. hire the pros.)***

**When you climb a mountain, you start at sea level; You start by making the DECISION to climb the mountain.**

**Making the Video Trek starts with saying that *REAL YES* to the adventure.**







## DO YOU KNOW THE DIFFERENCE BETWEEN A REAL YES AND A PRETEND YES?

### The PRETEND YES comes from: Fear + Resistance

A PRETEND YES tends to start with “shoulds, coulds and ought to’s”. It may *feel* like a REAL YES, but when the time comes to take daily actions to make that dream happen, something always stands in the way.

You suddenly find yourself chasing the next shiny object and finding a distraction from your dreams. You *thought* it was a yes, but really it was a no.

### The REAL YES comes from: Desire + Motivation

We’ve all experienced the REAL YES. We recognize the REAL YES because it comes with *action* on your part. You start making the dream happen. Nothing can stand in your way; you tend to “get luckier” and the right people and circumstances head your way.

Your REAL YES arrives when your [Desire + Motivation] is stronger than your [Fear + Resistance].

So if you find that you’re stuck in the PRETEND YES stage, then it’s time to connect with your Desire + Motivation.

Next up are two quick exercises to help you tap into your REAL VIDEO YES.





## WRITING MISSION #1: FEAR + RESISTANCE

This writing exercise is inspired by Natalie Goldberg's amazing book: *Wild Mind*.

### The Rules:

1. Set a timer for 10 minutes.
2. Once you start writing, don't let your pen stop moving until the 10 minutes is up!
3. Don't censor yourself. Write **WHATEVER** comes to mind. Even if it's crappy writing, scary, nonsensical. Doesn't matter. Keep that pen **MOVING**!
4. Use the beginning phrase: **"I'm scared to make videos because..."** and let your mind wander. Write in every thought that comes into your head – whatever that thought may be.
5. If you completely run out of things to say, write the above phrase again and keep going.

EXAMPLE OF HOW IT MAY GO: *I'm scared to make videos because people may laugh. They may see me and think, why on earth is SHE making videos. She has nothing to say. I'm scared to make videos because I don't know if I can do it. Other people make it look so easy, but what if I'm actually not interesting enough. I'm scared to make videos because...*

You get the idea. This exercise may trigger some vulnerability. So grab some tissues and dive in. Ready, set, **GO**!

10

minutes



## WRITING MISSION #2: DESIRE + MOTIVATION

Time to flip the switch and focus on the good stuff!

### The Rules Recap:

1. You know the drill. Set your timer for 10 minutes.
2. Once you start writing, don't let your pen stop moving until the 10 minutes is up!
3. Don't censor yourself. Write **WHATEVER** comes to mind. Even if it's crappy writing, scary, nonsensical. Doesn't matter. Keep that pen **MOVING**!
4. Use the beginning phrase: ***"I want amazing videos so that..."*** and let your mind wander. Write in every thought that comes into your head – whatever that thought may be.
5. If you completely run out of things to say, write the above phrase again and keep going.

EXAMPLE OF HOW IT MAY GO: *I want amazing videos so that my tribe falls in love with me. Oh that sounded soooo corny. Oh well. Hm I don't know what else to say. I want amazing videos so that I can make more money, spend more time with my family and grow my freakin' list...*

Ready, set, GO!

# 10

# minutes





## EXTRA TIP FROM YOUR VIRTUAL VIDEO DIRECTOR

If you found that your Fear writing was more powerful than your Desire writing, then you need to go deeper with your reasons behind making videos. Otherwise your REAL YES may elude you.

For example, if your reasons for making videos are things like:

- Everyone is doing it.
- My biz coach says I should do it.
- It will improve traffic to my site.
- It will build my list.
- It will build my Know, Like and Trust factors.
- It's a video world.

While these are cool and all, they're not likely to generate a strong Desire + Motivation to press record and take the leap.

Allow yourself to go deeper. To understand the power that video has to do things like:

- Uplift your tribe.
- Inspire your tribe.
- Brighten someone's day.
- Change your lifestyle.
- Bring you the freedom you desire.

**Imagine the GREAT FEELINGS that come from making a real difference to your tribe.**



## WHY THE REAL YES MATTERS

You may be wondering why the REAL YES is so important. I mean, after all, you just did do two writing exercises on it.

So here's the nitty gritty:

The REAL YES is where the magic of your life happens.

It comes from knowing what you *TRULY* want from your life and biz. The REAL YES is the important stuff that can't be stopped by resistance, naysayers or obstacles.

The REAL YES helps you bust through your fears like they're made outta paper.

*"Your ultimate life experience and legacy is being built moment by moment, day by day. Your story is being crafted by your every action, all leading somewhere, all leading to what one hopes will be a magnificent crescendo."*

~ Brendon Burchard



*“The REAL YES  
happens when your  
PASSION is ready for  
ACTION.”*

**TWEET IT!**





## NURTURE A POSITIVE MINDSET

When you're letting go of the Destination Mindset something NEW needs to take its place. And that new way of being is what I call the ADVENTURE MINDSET.

More often than not, entrepreneurs get super negative when they're in front of the camera. They may be positive in other areas of life, but for some reason, the camera brings out their need to hide, to protect themselves and to run for the freakin' hills.

Their Inner Critic kicks in and declares that they suck at making videos (*MORE about this in chapter 4*).

As you embark into the next section, I want you to keep this question in mind:

How do I react when things go off the rails?

**Give yourself permission to DREAM BIG when it comes to making videos, while keeping focused on your EASILY ACHIEVABLE next step.**



## ROCK YOUR P.O.P.

The next step towards making videos your tribe will love is to *Rock Your P.O.P.*

### **P.O.P. = Process Of Practice**

It ain't sexy. But Practice is where you start to bust through your fears, find your video voice and discover your weaknesses and your strengths. Let's take a step towards cultivating YOUR adventure mindset.

So how do you get started making videos?

Easy.

You grab your camera and press record. And then you do it again. And again...

That's it.

Don't worry about lighting, mics, makeup, Google ranking, editing, etc, etc.  
Just accept this call to adventure and Practice!

Press record. Do eeeet. [Check out this lil video that's ALL about... you guessed it, practice.](#)



Practice sets you up so that when you have important videos to make, you're ready to knock them out of the park.

Unfortunately, most Fab-Preneurs wait until *just before* they need said super-important video and then think:

*“Oh my gosh – I need to have a slick sales video **right** now. Time to master all things video!”*

And then they set up their camera and attempt to light themselves for the first time.

It takes, like, three hours to set the thing up, and another hour to figure out why the camera's not working properly.

And then finally, they press the record button, only to find that they're suuuuper nervous, sweating buckets, they're freaking out and their outfits looks terrible on-camera!

And then they proclaim: *“I suck at this.”*

The truth of it is, whether it's an important video or not, chances are that you absolutely *will* suck at making videos in the beginning.

**What you need is a system; a process. Hm, if *only* you knew where to find one...**





## THE 3-STEP PROCESS

In order to climb *Video Mountain*, you're gonna need some systems.

The first one is suuuuper important. And it sounds very simple.

This is what I call a video progression. When I work with Fab-Preneurs I lead them through the same process every time – **the same three steps for every beginner.**

### ONE:

PRACTICE. At the beginning of your video journey, you're uncomfortable on camera. You freeze up. You freak out. You sweat. Your face gets hot. You don't know what to say. You don't know what gear to use.

Let's face it, you're in the land of Video Overwhelm.

Here's a KEY tip: **Don't even think about technical stuff.**

Don't even think about the mountain. There is no mountain. Focus on what's immediately in front of you. What's in front of you is the first task of being able to get in front of that camera and not freak out.



So that's where you get started. The ONLY thing that I want you to concern yourself with is getting comfortable on camera. And the ONLY way to do that is to press the record button.

## TWO:

When, and *only* when, you feel comfy on-camera, add one new piece of tech (lighting, microphones, editing, etc) to what you're already doing.

Honestly, video can be such a trigger for people when they get really nervous and scared. Adding too much tech at the beginning makes it a lot harder, and sometimes, impossible for people to move forward. It may, in fact, stop you in your tracks.

Don't worry about the rest until you need to know.

## THREE:

Once you've mastered that first tech addition, if you feel like your videos still need more goodies, then add another bit of tech. Continue to add more tech as you need. When you're happy with the videos you're making, stop the learning curve. *Bam!*

***You don't need to know EVERYTHING. Just the basics for creating simple and impactful videos.***

*“Keep it simple,  
achievable and fun!”*





## YOUR KEY TAKEAWAYS – START AT THE BEGINNING:

- The Destination Mindset can stop Fab-Preneurs in their tracks, preventing them from pressing record.
- Cultivate an Adventure Mindset.
- Making the video trek starts with saying a REAL YES.
- Your REAL YES arrives when your [Desire + Motivation] is stronger than your [Fear + Resistance].
- Give yourself permission to DREAM BIG when it comes to making videos.
- Know that getting started making videos is a simple 3-step process.
- Keep FOCUSSED on the baby steps.

*“A bird doesn't sing because it has  
an ANSWER.*

*It sings because it has  
a SONG.”*

*- Maya Angelou*






# Two

## Adventure Mindset!



A photograph of three people walking away from the camera on a paved path. The person on the left has long, curly dark hair and wears a blue denim shirt. The person in the middle has long blonde hair and wears a yellow long-sleeved shirt. The person on the right wears a brown hat, a red and black plaid shirt, and a black bag. They are walking towards a desert landscape with a rocky hill in the background. A wooden fence runs along the path. The sky is clear and blue.

*“The quality of your LIFE  
and BIZ are determined  
by your point of view.”*

**TWEET IT!**





## LET'S GO BACK TO THE MOUNTAIN...

Whether you've said your REAL YES to making videos that your tribe will love (or not), you may have already started to do some research. Maybe you've gone to Google, YouTube, even my own website. And you're wondering things like:

What kind of camera do I need? How about lighting? Should I invest in a microphone? And what the heck should I say, wear, do, create, etc, etc?

Okay, let's slow down a sec. You've only *recently* said a REAL YES to making videos (and maybe you're still working through that stage).

**Remember: We're Starting at the Beginning.**

When the mountain climber is getting ready to start their journey, they don't start ON the actual mountain. They've gotta pack, prepare, hit the gym, learn a bit about some of the tricks and shortcuts of the summit they're heading for, they might practice on a rock-climbing wall and **they may even find a guide to help them along their way!**

And they need to cultivate their Adventure Mindset. Otherwise, they may become too overwhelmed by the task at hand.

*Make Sense?* It's the exact same with video.





## A SENSE OF PLAY

Soooo many times, Fab-Preneurs think of videos and go “ughhhhhhhh”.

They see it as this chore, this painful, soul-sucking task; a “should”.

**I want you to ask yourself a quick Q: How do you approach the tough stuff in life?** When things don’t go your way, do you get frustrated, decide you can’t do it, become hard on yourself, get overwhelmed, roll up your sleeves and avoid the problem? **Or do you dive on in and approach it like an adventure?**

Perhaps you have your go-to response.

Perhaps you do all of the above at different times.

With video, more often than not, Fab-Preneurs tend to 1) get hard on themselves, 2) become overwhelmed and/or 3) get super critical of their efforts.

Now, you can choose to approach your early videos in these ways, or you can choose a better way. *(NOTE: This goes for tricky life stuff, biz challenges and videos.)*

What I propose is that you look at your early video attempts as **fun adventures**. How do you do this?

Keep reading...



# 11 WAYS TO INCREASE YOUR VIDEO FUN FACTOR

**Try out these ideas to help you up your fun in front of the camera:**

1. Let Video Time be Play Time – channel your inner-goof.
2. Make sure your early videos are for Practice ONLY; not released to your tribe.
3. Make zero-stakes videos.
4. Talk about things that you love.
5. Talk about things that are SUPER easy for you to talk about.
6. Film them in low-stakes locations (ie. not a home studio).
7. Don't worry about lights, sound, how you look, etc.
8. Sing and/or dance in them.
9. Do a hobby that you LOVE in them.
10. Invite your kids, pets, friends, lovers, etc in them.
11. Use them to talk to ONE person.





# THE MAGIC “WHAT IF”

One trick that I’ve used both in front of the camera and behind it, is the Magic “What If”.

So in acting, let’s say you’re supposed to fall in love with your scene partner, but in real life, you don’t like your scene partner’s personality.

If you sit there trying to *convince* yourself that you love this person, you’re likely to hit a big ol’ resistance wall. It’s kinda like trying to fit a square peg into a round hole.

However...

If you look at that person and ask yourself: “What if” I love that person? Bam! It opens up the possibilities.

Instead of trying to convince your brain that you’re not nervous, instead ask yourself: “What if I was comfortable + confident on-camera? How would I behave?”

Asking the Magic “What If” should lead you to a vision of how you would behave on-camera that hints at your biggest, brightest version of yourself.



## YOUR VIDEO ALTER EGO

Here's a fun one for you!

You know how there are these different parts of yourself?

YOU on vacation is different from YOU speaking with a customs agent, is different from YOU out with friends, is different from YOU working with a client, is different from YOU in front of the camera.

Right now, YOU in front of the camera may be a doubtful, awkward, scared, timid, freaked-out ball of nerves. You may be leading with the smallest pieces of your spirit and psyche.

**This smaller version of YOU is not a permanent on-camera identity.**

In this case, I actually can wave a magic wand, I can look into my crystal ball, and I can say with absolute certainty that you can change this vision; this version of yourself.

It's just a matter of facing the fear and taking ACTION.

One way that you can take action is to tap into your Video Alter Ego.

Who is this mysterious creature? Well, she already resides right inside your heart and she's waiting for you to take that next step.



She's you when you feel most alive, in your power, happy and ready to take on the world.

For me, I get this feeling when I'm in New York City. I feel like my best me. I feel creative, inspired, extroverted, suuuuper motivated and EXCITED.

So my Video Alter Ego comes from tapping into how I feel, how I behave, how I dress, how I act when I'm in NYC.

### **Thus I become... Soho Sarah.**

Instead of sporting my Lululemons, I grab my ripped jeans. Instead of my knapsack, I grab my turquoise fringe purse. Instead of carrying the energy of "Must Do", I carry the energy of "Get To."

So WHO are you when you're at your best?

WHEN do you feel most alive?

WHERE are you when you feel like you can take on the world?

WHAT do you wear?

HOW do you behave?

**Be open to THAT energy as you continue on in your video journey.**







## WRITING MISSION #3: YOUR DOUBTS

Let's dive in with another writing mission to help you uncover your video alter ego.

### A Reminder of the Rules:

1. Set a timer for 10 minutes.
2. Once you start writing, don't let your pen stop moving until the 10 minutes is up!
3. Don't censor yourself. Write **WHATEVER** comes to mind. Even if it's crappy writing, scary, nonsensical. Doesn't matter. Keep that pen **MOVING**!
4. Use the beginning phrase: **"I feel doubtful..."** and let your mind wander. Write in every thought that comes into your head – whatever that thought may be.
5. If you completely run out of things to say, write the above phrase again and keep going.

EXAMPLE OF HOW IT MAY GO: *I feel doubtful when I'm not owning my true self, when I don't have a clear goal in mind and when I get overwhelmed by all the stuff I've got to do. I feel doubtful when I don't know if something will work, oh did I really just say that? I feel doubtful when...*

I know you get the idea. This exercise may also open up some vulnerability in you. So grab some tissues and dive in.

Ready, set, **GO!**

10

minutes



## WRITING MISSION #4: YOUR VIDEO ALTER EGO

Let's dive in with another writing mission to help you uncover your video alter ego.

### Rules Again, Just In Case:

1. Set a timer for 10 minutes.
2. Once you start writing, don't let your pen stop moving until the 10 minutes is up!
3. Don't censor yourself. Write **WHATEVER** comes to mind. Even if it's crappy writing, scary, nonsensical. Doesn't matter. Keep that pen **MOVING**!
4. Use the beginning phrase: **"I feel confident..."** and let your mind wander. Write in every thought that comes into your head – whatever that thought may be.
5. If you completely run out of things to say, write the above phrase again and keep going.

EXAMPLE OF HOW IT MAY GO: *I feel confident when I'm creative and I can express what my hearts says. I feel confident when I'm in NYC, writing, filming, living, loving. Oh dear, I've forgotten what else I wanted to say. I feel confident when...*

You get the idea. This exercise may open up your heart, so grab those tissues and dive in.

Ready, set, **GO!**

10

minutes



A person with a backpack is walking away from the camera through a field of tall, golden grass on a hillside. The sky is clear and blue. In the background, there is a darker, wooded hill.

**TWEET IT!**

*“You already have everything you need to SHINE in your videos. It’s simply a matter of LETTING YOURSELF reveal these beautiful, vulnerable and powerful parts.”*



## YOUR KEY TAKEAWAYS – ADVENTURE MINDSET:

- Rock your P.O.P. – Practice, practice, practice.
- Try different ideas that make getting in front of the camera *fun*.
- Dig deep and ask yourself the Magic “What If”.
- Discover and unleash your Video Alter Ego.

*“The most effective way to do it,  
is to DO it.”*

*- Amelia Earhart*





# Three

## Self-Sabotage





*Let's head back to that mountain!*

**Okay, you've packed the right equipment, you have extra oxygen tanks, you've packed warm clothes, extra underwear, drinking water, a map and you've even gotten yourself a trusty guide (someone who knows the easiest way up the mountain).**

**You start by crossing the meadows, some forests, perhaps crossing a stream or two. You trek on into the foothills and you see *Video Mountain* looming ahead of you...**





***And suddenly you think: Oh s\*%\$!!! Who am I to climb this mountain? Who am I to seek an extraordinary life? There's noooo way I can make it to the summit. It's soooo high!!***

So you unintentionally start sabotaging your journey:

- Maybe you climb too fast and burn yourself out.
- Perhaps you leap too far at once and injure yourself.
- Or maybe you just plain psych yourself out from seeing how far you have yet to climb.

And, you guessed it, it's the same with video.

Fab-Preneurs are ambitious people. We have big dreams. We hold big visions for the life and career we're building for ourselves.

And when it comes to video, instead of *Starting at the Beginning*, we tend to shoot for the stars and quickly end up on the *Ledge of Overwhelm*.

We take a look at the lovely view, decide we can't finish the journey and turn around to climb back down *Video Mountain*.

I understand why Fab-Preneurs may sabotage their Video Journey:  
It ain't easy to put yourself out there in this public and revealing way.



## **PLUS the self-sabotage may happen completely *unintentionally*.**

The film industry and all of the processes behind creating movies really isn't understood by non-film folk.

Like, you go to the movies, you see these glamorous red-carpet events, and you don't see the hard work and the training that goes into getting a project to that point.

But on a big film, it takes sometimes thousands of people, tens of thousands of hours and a whole lot of blood, sweat and tears in order to get each project funded, shot and completed.





**HINT:**

You don't need to know **everything** that filmmakers and TV hosts know.

You just need the simplest pieces of information to get YOUR videos **DONE**.



**There are plenty of illusions surrounding the film and video industries that add to the mystique:**

- Overnight successes.
- Acting is simple.
- Hosting is easy.
- Filmmaking is a breeze.

But each of these, done well, requires lots of training, talent and experience.

When you're in your home office, trying to get started with your first biz videos, and you don't actually know what you're doing, you can *easily* sabotage your best intentions when you don't have the proper guidance.

It can get *extremely* overwhelming and frustrating.

All that stuff that can easily overwhelm you and lead to Analysis-Paralysis.

**So instead of looking at ALL that stuff, ALL the time, just look at your feet.**

Look at the ground beneath you.

Look at the very next step, rather than the step that is a summit away.



*Remember:  
Only look at your  
next step!*





## YOUR KEY TAKEAWAYS – SELF-SABOTAGE:

- Recognize and identify the ways that you're sabotaging your video journey.
- You don't need to know EVERYTHING. Just the simplest solutions to make your videos.
- Identify the next step you should take for your videos. Focus on *that*.
- **The 3-step process is:** **1.** Press the record button often. **2.** Add one piece of tech when you're ready. **3.** Add more tech when needed.

*“I learned to Always take on  
things I'd never done before.  
Growth and Comfort do not  
Coexist.”*

*- Virginia Rometty*





# Four

## The Inner Critic





## TIME FOR SOME MOUNTAIN TALK AGAIN.

First up, a little pat on the back! You're well on the way to cultivating a positive Video Mindset.

Yay you!!

On the mountain, imagine that you've been climbing up some pretty intense bits, workin' your best rock-climbing moves, maneuvered past some ornery mountain goats. You've taken the occasional breather and faced some of your fears.

But it ain't over yet.

As you climb higher, you start to face your biggest opponent yet: Your own self-doubt.

**This nasty beast comes in the form of your Inner Critic.**

And it ain't messin' around!

*Read on, brave Video Adventurer, read on...*



## FACING YOUR INNER CRITIC

A massive way that Fab-Preneurs sabotage themselves when it comes to making videos, is that they see themselves in a negative light.

It tends to show up in things, like being hard on their physical appearance and being hard on their personality.

When I work with people, I'm always looking for their strengths, their unique beauty and their wonderful quirks.

I fall in “visual love” with their freckles, their wrinkles, their size, their shape, their voice and the angles of their face. I fall in “directing love” with their energies, their hopes and fears, their passions and their dreams.

When it comes to putting themselves on-camera, more often than not, I have a more compassionate space for them than they have for themselves.

*Straight up: Video can bring out your  
Inner Critic like nothing else.*



I wish that 'preneurs could see themselves as I see them when it comes to video. They are:

**Infinitely interesting, vulnerable + strong, capable + quirky, charming + beautiful.**

**But instead, I generally hear the same criticisms on a regular rotation:**

- I'm too old to do this.
- If I was prettier this would be easier.
- I'm not interesting enough.

These thoughts aren't exclusive to folks who haven't done their inner work.

The most well-adjusted, successful, ah-mazing 'preneurs can be plagued by the Inner Critic when they first start facing that video camera.

HERE'S THE GREAT NEWS:

The Inner Critic loses power every time you press the record button!

Pretty cool, right?

Even if you tried it, and your Inner Critic kicked in, a small piece of it lost some power when you took that action.

Each person's Inner Critic has a different level of hold over each Fab-Preneur. So it will be easier for some and more challenging for others, to kick that Inner Critic to the curb.





## DARE TO BE BAD

The Inner Critic is second cousin to the Inner Perfectionist.

And the best way to kick both of them to the curb, is to actually allow yourself to suck at making videos in the beginning.

Yes: Dare to be Bad!

This may sound strange and suuuuper uncomfortable, but an old acting coach of mine used to use this on us brand-spanking new, self-conscious performers.

**Imagine this:** I'd get up in front of the class to do an acting exercise with my partner. And let me tell you, we were soooooo awkward! And because of our nerves we were absolutely terrible.

She'd see us flailing around, really nervous and suuuuper self-conscious, and freaking out and sweating (hmmm, kinda like how you may feel when you press the record button).

Anyhow, we'd be up there sucking, and doing all these awkward things because we were soooo uncomfortable with people watching us.



Suddenly my lovely coach would stop us and in her quirky, tough love, gutsy voice she'd say:

*"Oh my God you guys. You're soooo afraid to be bad, that you're sucking reallllly bad."*

And she'd throw up her arms and send out the dare:

*"OK for the next three minutes, I want you guys to be bad on purpose. I want you to be terrible, no-talent, horrible actors. Just be as awful as you can be."*

And so we'd give ourselves permission to be sooooo bad, that through being bad, it would release an energy in us, and we'd start to laugh, cry and take ourselves less seriously.

I highly encourage you to allow for a window of time in which your videos are not going to be great. Where you're going to think: *Wow that was painful. Wow that was awful.*

**Being bad is part of the journey to feeling GREAT on-camera (*and it shows*).**

Oh and it frees you up to just take yourself less seriously too.



## SUUUPER IMPORTANT:

Many Fab-Preneurs will do one or two videos and then say to themselves:

*“Oh my God, I’m so bad!” ... **And then they stop trying.***

Well, I propose that when you make your first practice videos, and you find yourself saying:

*“Oh my God, I’m so bad!”*

... that it’s actually time to cheer. It’s time to pat yourself on the back and say:

*“Oh my God, I’m so bad! Wooooohooooo!!!!!”*

**Why all the cheering for something that feels soooo uncomfortable?**

**Because...**



*“You’ve gotta DARE to be bad in order to SHINE in your videos.”*

**TWEET IT!**





**Your Inner-Perfectionist may try to run and hide when you give this a try. Or she may come at you with a vengeance. She may exclaim:**

*“How DARE you be amazing, see your own beauty, be at your best and SHINE??”*

(I didn’t say it was easy.)

But it’s part of this process of allowing yourself to be vulnerable.

It’s the control freak in us. You know that part of us that wants everything we do to be pristine? And unfortunately, with video, because you’re really putting yourself out there, it’s a place where your Inner Perfectionist can really hold you back.

In video, more than any other medium, more than even being in person, reveals a person’s soul in a way that nothing else does, because you can’t hide.

You just can’t.

If you’re feeling nervous, it shows. If you’ve done something fun beforehand, it shows. So allowing yourself to let go of that perfectionist part of yourself a little bit, by allowing yourself to be bad, is key.

**It’s so important.**



For example, I was working with one Fab-Preneur, and I knew that her Inner-Perfectionist was hanging around when she said:

*“OK I want you to critique my video. But just ignore my smile. I have the craziest smile in the world. I look like a psycho when I smile in my videos.”*

So I start watching her video and let me tell you... she was just smiling. Simply smiling, like anyone else.

**So I helped her to understand that her smile was beautiful...  
It was her mindset that needed help.**

*One of the most common missteps that people make is that they get in their own way.*





# COMPARISONITIS

Sometimes while climbing that mountain, you may find that you suddenly develop something, like Tendonitis or a sprained ankle.

In the Video Journey, another sign that your Inner Critic is alive and well is that you'll find yourself developing *Comparisonitis*.

You want to make videos, but you feel frozen from comparing your appearance, your voice, your personality and your video progress to other people's. Framing it in such a way that your efforts are not as good; and will never be as good as so-and-so's.

**It's the fearful part of your brain's way to stop you before you even get started.  
It's your brain's way of keeping you in the proverbial safe zone.**

Oftentimes, the side effects of resentment and defensiveness accompany *Comparisonitis*. You can develop a bit of anger towards the people who you think are doing better than you.

*"Oh my gosh, so-and-so's video is sooo amazing! Look how pretty she is, her voice sounds like butter and she's funny too. Damn!*

*And great, on top of all that, this is the first time she's ever pressed the record button... There is NO HOPE for me!!! (Better not even get started)."*



## 3 GREAT WAYS TO KICK YOUR INNER CRITIC TO THE CURB

The more *action* you take, the less power the Inner Critic has. And the more *positivity* you bring into your Video Adventure, the less power the Inner Critic has. Pretty cool, right?

***And as a bonus? You'll begin to see how awesome you really are.***

**Here are your 3 actionable steps:**

1. Press the record button. Press it often.
2. Get compassionate feedback on your videos from supportive peeps.
3. When you've finished a video, write down 5 things that you like about said video, and only ONE thing that you want to improve.



## YOUR KEY TAKEAWAYS – THE INNER CRITIC:

- Video can initially trigger your old, unresolved negative self-beliefs.
- Challenge your Inner Critic by Daring to be Bad!
- Know that your Inner Critic may fight back (she can get pretty nasty!).
- Get out of your own way.
- Leave *Comparisonitis* at the door.



*“My best successes came on the heels of failures.”*

*- Barbara Corcoran*





# Five

## The Reward



## CHECK OUT THAT VIEW!

Believe it or not, after all the planning, the learning and the growth, when you reach the summit of *Video Mountain*, the view is simply *astounding*.

Not only are you empowering your tribe, inspiring your dream clients to take action, building real connection and creating better ways to bring in more moolah for your biz...

You're also empowering yourself.

You're freeing your mind.

You're letting go of negative beliefs about who you are and what you can achieve.

**The view from the top of  
*Video Mountain* is beautiful.**

**And that view is YOU.**







*“You empower yourself AND your dream clients by daring to climb Video Mountain.”*

**TWEET IT!**



# STORY TIME

Sometimes, when I'm directing people in person, they show up to the set completely terrified.

They see the lights, they see the crew and they want to be soooo PERFECT.

So you know what happens? They begin to shrink.

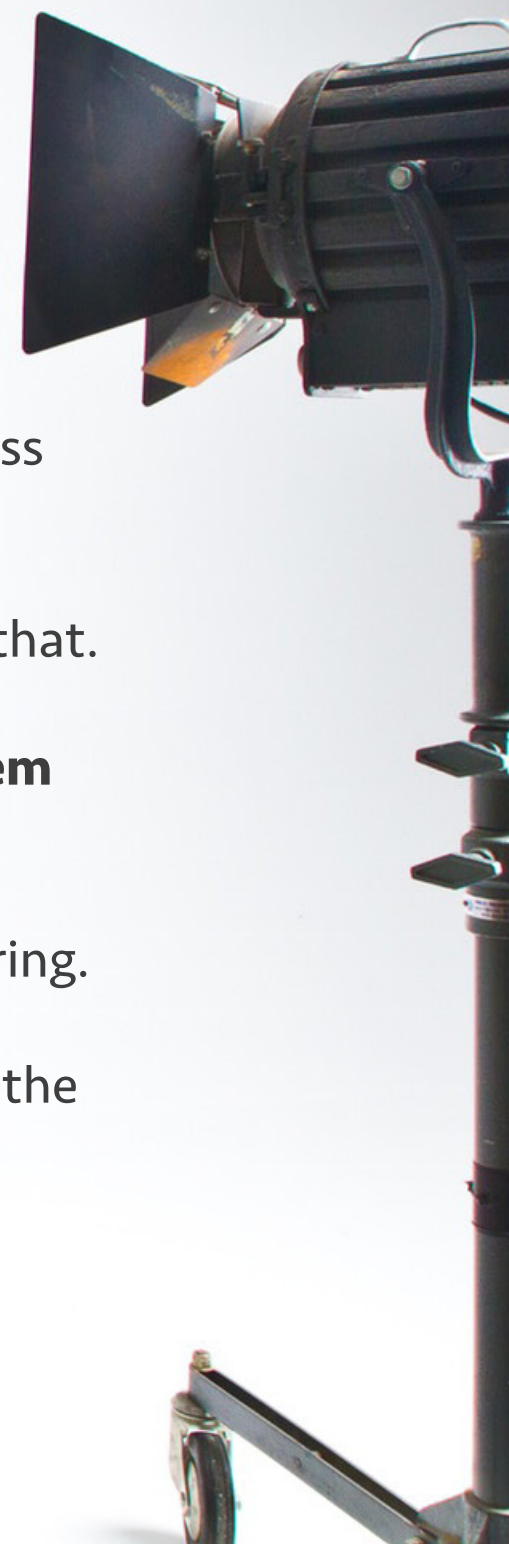
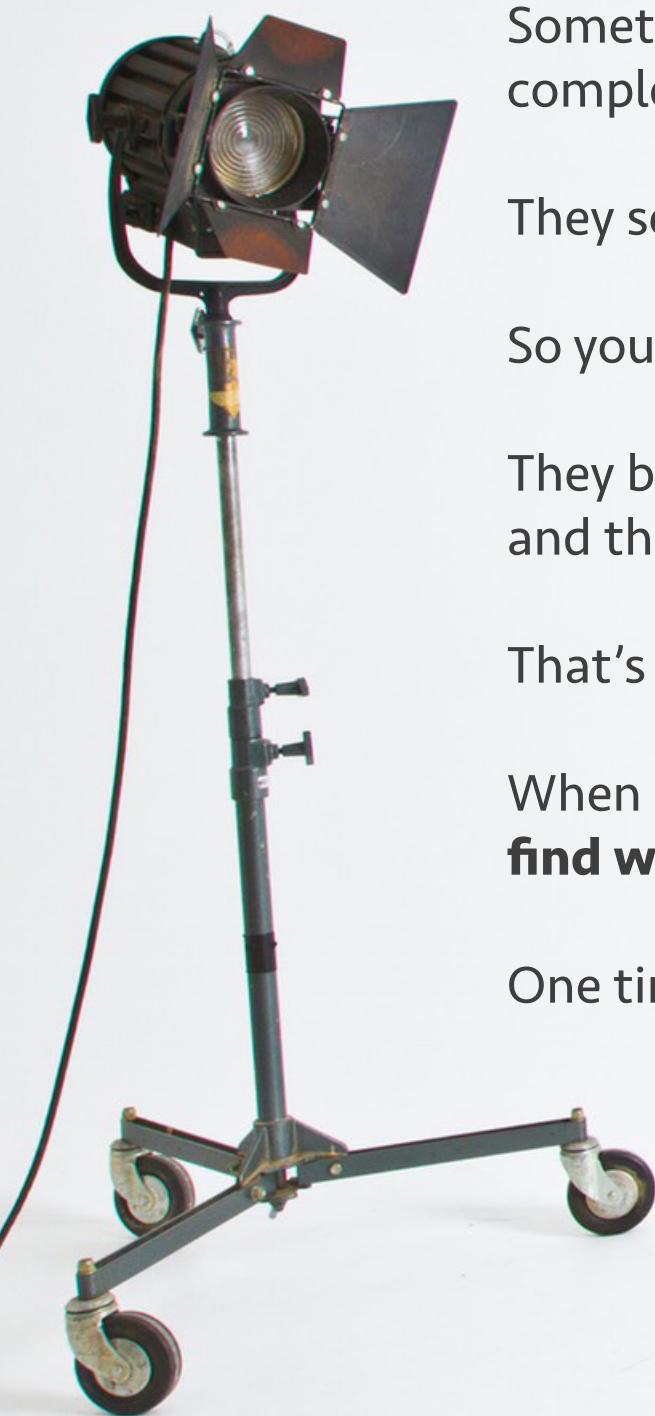
They become lesser forms of themselves, they put a stopper in their greatness and they sabotage their own unique awesomeness.

That's what I did on my first acting job, and in several video situations after that.

When I see that happening to someone on one of *my* sets, **I always help them find ways *past* the fear, so they can truly shine.**

One time, I was directing a music video that was very uplifting and empowering.

I was looking to cast THREE fabulous ladies to lip sync the lyrics of the song DIRECTLY to the camera...





When I held auditions, the women who came in were nervous and excited. They REALLY wanted to be a part of this project.

Even experienced performers, who I'd worked with before, came in SUPER nervous. They seriously wanted one of the THREE available spots.

I helped each of the women get into a more relaxed state in the audition room.

And, wow, did they ever kick butt!

**I was so impressed by these ladies, that I actually changed my concept to include *MANY* women lip syncing, instead of just three.**

I ended up casting about 20 women and girls in these roles.

Some had LOTS of on-camera experience and some had NONE. Some were PERFORMERS and some were NOT.

And I adored ALL of them!

We rocked a rehearsal and a get-to-know-ya session, and then came the shoot day!







Some of the women came onto the set, unfazed by the lights and the crew, and *instantly* rocked it. Others came to set and felt intimidated by the production. So I held their hands and helped them shine.

Then this one young lady stepped onto the set.

She was pretty inexperienced in front of the camera, but had show sooooo much passion in the audition room, I simply had to cast her.

**She stepped into the spotlight, looked down the barrel of the camera lens, and FROZE.**

She shrank herself, forgot the lyrics and could barely look at the camera.

She was literally getting smaller before my eyes.

I called “cut”, and pulled her aside to sprinkle some director’s magic on her.

I lovingly said, *“All I ask is that you be fully yourself. If you feel like you want to cry, cry. If you feel like you want to burst, burst. I’m here for you. I’m here to capture YOU. You. Are. Enough.”*

**She then understood that she had permission to dare, to dream, to fail, to cry, to laugh, to succeed and to show us her heart. She realized that I wouldn’t let her fall.**



## IMAGINE THE POSSIBILITIES

Let's go over some of the deeeeelightful rewards that you can anticipate from climbing *Video Mountain*, shall we?

**I mean, besides soaring in your own videos, of course.**

### Let's start with these sexy beasts:

- Create and sell online courses.
- Create regular video blogs to build your Google ranking and offer free training to your tribe.
- Build your Know, Like and Trust factors quickly.
- Enjoy authentic, real connections with your tribe.

### Oh, and let's not forget:

- Take the guesswork out of what it's like to work with you.
- Stay current and relevant: Video is the language of today.
- Excite, engage, educate and entertain your dream clients.
- Create video surprises for your clients (fun stuff)!

*(Oh, there's more...)*



## And the awesomeness of:

- Becoming seen as an influencer in your field.
- Creating *instant* connection by putting your videos out into the world.
- Opening up new channels to bring in the moolah (cha-ching)!
- Creating high value opt-ins.
- Communicating in a genuine way through your videos.
- Building your dream life and biz by opening the marketing doors that video offers.







# END AT THE BEGINNING

As you approach the *end* of your ebook journey, I want to make sure that you *start* taking ACTION! Seriously, it's the most important part.

**You may be finishing this ebook, but you're just at the beginning your own Video Adventure. *It's time to start pressing the ol' record button.***

**But first, consider these questions:**

- Why do you want to make videos?
- Is your fear more powerful than your motivation?
- How can you transform your biz by incorporating videos into your marketing and sales strategies?
- What's holding you back from getting started?
- What is ONE baby step that you can take today to get started making videos?
- How would it feel to share videos you're proud of with your tribe?
- Do you need to confront your Inner Critic?
- **Do you need to just dive on in and press the record button that first time?**

# YOUR 10 VIDEO COMMANDMENTS

(REPEAT AFTER ME):

1. I WILL start pressing the record button.
2. I WILL approach it as an adventure!
3. My first videos WILL NOT be important videos for my biz.
4. My first videos WILL NOT be released to my tribe.
5. My first videos WILL be created as experiments.
6. My first videos are strictly for PRACTICE.
7. I WILL be kind to myself during the filming of my first videos AND after.
8. I WILL write down 5 things that I like about *each* of my first videos.
9. I WILL get positive reinforcement from compassionate peeps for my first videos.
10. I will keep it simple and achievable for ME.



# 11 VIDEO MISSIONS – FUN STUFF!!!

Next up are 11 sample topics for you to use for your first Practice Videos. Woo!

Choose a topic (from the list below), and then use your camera as a tool to talk to ONE person. Do one Practice Video per day for 11 consecutive days.

Grab your smartphone or your webcam, press record and then tell a suuuuper quick story about:

1. Your favourite food.
2. Your favourite holiday.
3. What your dream vacation looks like.
4. Where you grew up.
5. Your favourite place in the world.
6. Your favourite hobby.
7. Your first crush.
8. Your favourite book.
9. Your dream home.
10. When you feel happiest.
11. Your hero.

***Don't worry about how you look, about lighting or editing.  
Let it be imperfect. Just get 'em done.***





*“The secret of getting ahead  
is getting started.”  
- Mark Twain*



## YOUR KEY TAKEAWAYS – THE REWARD:

- Video will help you empower yourself AND your tribe.
- Video opens up a WORLD of marketing, service and product possibilities.
- When in doubt, refer back to the 10 Video Commandments.
- Make your first Practice Videos through the 11-video missions provided.

**Now it's your turn: Personalize the rewards of making videos:**

***What would it mean to YOU, YOUR biz, and  
the life YOU want to create for yourself?***



# Final Words

From Sarah...





TWEET IT!

*“Life is too short to play it small.  
Dance as though everyone is watching.”*

~ Sarah Michelle Brown



## YOUR NEXT VIDEO STEP

While this ebook has almost come to an end, your Video Adventure is just beginning. I'm not gonna leave you hanging.

Let's take the next step together in helping you to create your very own videos that shine.

I literally can't wait to see you ignite your tribe!

***As a reward for making it ALL the way through this book, I'm giving you a FREE 15-minute Discovery Session with me.***

You've come a long way and I want to make sure you get the *most* out of this ebook!

This ain't no sales call. It's your chance to ask me your video Qs.

Scroll to the next page, sign up and it's all YOURS...

Dream up,

*Sarah*

Sarah Michelle Brown  
Your Virtual Video Director





# Take your next step...

Hey VideoStar, you made it through to the end, way to freakin' go!

It's crucial that you reward yourself by keeping the momentum going. Grab this free 15 minutes and ask me your top video Q.

LET'S CHAT





## ABOUT SARAH MICHELLE BROWN

Sarah Michelle Brown's passion is for telling stories that reach out and give audiences a powerful experience. She is a director, writer and actor 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 two decades of experience in front of, and behind the camera, into a method of training passionate entrepreneurs on how to shine in their videos.

**Videos that Shine is the one-stop-shop to learn how to express yourself and authentically speak to your ideal customers through your video content.**

Sarah also conceptualizes and live-directs exclusive videos for her entrepreneur clients, and continues to create her own artistic projects.

Learn more at [VideosThatShine.com](https://VideosThatShine.com)





*Dream Up!*  
~ Sarah