



CAMERA SHY

How to make engaging Podcasts & Videos

- Relax and FOCUS naturally
- Imagine you are speaking to one friend
- Smile at the start to create WARMTH
- REHEARSE using a framework
- Don't LEARN a SCRIPT
- (remember that written and spoken English have different styles)
- Don't over-use expressions on your face as it will look artificial
- Be yourself - don't put on a 'character'
- To influence your audience Positively:
 - SPEAK CLEARLY
 - CONTROL YOUR PACE
 - VARY THE VOCAL NOTES
- Let pauses allow natural thought
- Pay attention to body-language. Make sure your shoulders are down as tension across the neck can restrict the vocal cords
- Keep the language and message simple
- Keep recordings short to maintain interest. 3 minutes is ideal