



# TALKING HEAD VIDEO CHECKLIST

**Making a video looking at and talking to a camera, smart phone etc can be daunting. Here are a few tips which might help. Remember, you can have lots of attempts making each video until you feel comfortable with the result :-)**

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## 1 TALK, DON'T READ

Look straight at the camera LENS (NOT the screen) and speak. Do NOT look down at a teleprompter - people can TELL.

## 2 IT'S OK TO DO AGAIN

Have as many goes as you like, delete all the videos clips of you which you don't like. Easy peasy!

## 3 TALK TO ONE PERSON

Think of one person who'd be interested in what you're saying -- speak to THEM. Don't try to speak to a 'crowd', that's more overwhelming.

## 4 SHORT SENTENCES

If you've got a script, that's OK, but only RECORD each short sentence. Stop camera, read next bit, turn camera back ON, say NEXT sentence. Easier!

## 5 SHORT & SWEET

Keep the talking head video SHORT, 90 seconds is good. If it's longer, interrupt it with images etc to make it engaging (and not boring).

## 6 SPICY TEXT & IMAGES

Keep the viewer interested by adding in TEXT and IMAGES (like news stories). Use animations too.

## 7 QUICK INTRO

Tell people immediately what the video's going to be about. You've got about 3 seconds to keep them watching - make it count!

## 8 TRY INTERVIEWS

Have someone ask you questions or interview you while you're filming. They could be in the shot, or not - both work well.

## 9 PERSONALITY PLUS

Let your personality show, be larger than life (it translates well!). Be friendly, laugh, and if you make mistakes, leave some in to show you're human.

## 10 CALL TO ACTION

Tell the viewer WHAT TO DO NEXT, go to your site, sign up for something of value, webinar, series, download, whatever. Make it exciting!

FOR MORE INFORMATION ON THIS TECHNIQUE,  
please visit <http://TEENAHUGHESONLINE.com/015>