How To Confidently Convert Customers On Camera with Roy Varner

with Roy Varner · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Roy Varner, the Video Maestro, says the number one challenge people face on camera is lack of self-confidence, because they think viewers are judging them.

- [ ] Before you hit record, remind yourself it isn't about you; it's about the people you're trying to help.
- [ ] Write down how your video answers your viewer's two questions: do you understand my problem, and can I trust you to solve it?
- [ ] List the distractors in your videos, from habits and phrases to clothing and background, and remove them one by one.
- [ ] Light your face so it's the lightest thing in the scene and viewers can see your eye color.
- [ ] Move the camera so you're not sitting far back or off in a corner, and swap shiny glasses for non-glare lenses.
- [ ] In longer teaching videos, cut away to show the situations you're describing.
- [ ] Look back at your last year and ask whether you're happy with your progress, your income and your clients.
- [ ] Book an outside expert to spot the blind spots you're too close to see.

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