

Week 3.



Video Bootcamp

WEEKLY WORKBOOK

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Captivate on Camera

WHAT WE'LL COVER PT. 1

How to identify your "Stage".

My signature System to Captivate on camera!

How to structure your content to influence, attract and profit!

Basic Equipment & Editing tools

Equipment

- Platform
- Camera
- Lighting
- Tripod

Editing Tools

- iMovie
- InShot
- YouTube
- Canva

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Personal Reflection:

From what we covered, what has been your biggest takeaway from part 1 of this week?

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Assignment:

BE intentional with this time. Do not multi-task during this time. Shut out the distractions. I strongly encourage you to do this before looking at any social media.

1. Choose your topic (from the content creation guide) and put together the structure:

Intro: *(Who are you?)*

Topic: *(What do you want to share?)*

Points: *(Share your content...1,2,3...etc)*

Recap: *(What was the heart of what you shared?)*

Charge/Call to Action: *(What do you want your viewers to do?)*

Remember, You get out what you put in. Although these assignments may seem simple, and aren't "graded" they will help you to be successful throughout the program! Give 100%

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Use the System/checklist below to identify how you will Captivate on Camera, and record your first video! This video is for your personal reference, but feel free to post.

Before Recording:

1. Set the Stage:

- a. **PLATFORM**: Where you will post your content?
- b. **Placement**: Where are you recording?
- c. **Posture**: How will you portray yourself?
- d. **Presence**: How is the lighting?
- e. **Preparation**: Do you know what you're talking about?

While Recording

- 2. Look the part: Would you support you?
- 3. Make and keep natural eye contact!
- 4. Share with conviction and vigor!
- 5. Smile, Shine and have fun!

After Recording

- 1. Edit like a pro (Friday 6/19)
- 2. Launch: Influence, Attract, Profit (Week 4)

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REMEMBER:

When you're in front of the camera you are having a conversation. Don't overthink it. It may take some time to get comfortable, but start applying this new structure to your videos today! It may take a few takes to get there...

don't let that discourage you.

Push Through!!

You will never improve if you don't get started.

Your voice is your unique expression of your gifts, talents and abilities... show up and shine!

The world is waiting for you!