



TODD HANSEN'S

CAMERA

CONFIDENCE

TIP FILE

Ultimate Camera Confidence

What I want everyone to understand is that Camera Confidence is possible. It is not just reserved for actors, anchors, hosts, or some privileged class of people who were born with innate abilities. I believe anyone is able to develop great on-camera skills. And I mean anyone.

I know this because I was painfully shy. I was afraid of the camera. I knew that wasn't really who I was, but struggled to figure out how to change it. I finally resorted to the most drastic measure of all...I went into broadcasting. Imagine the shy guy who was terrified of being on camera going into broadcasting. It was a long journey, but that's why I know it is possible for anyone to be great on camera. If I can have any measure of success anyone can do this. And I feel like I've done pretty well.

It took me a lot of stumbling around in the dark to find a way to be confident on camera. I'm excited to now teach what I've learned so you don't have to stumble as I did.

The Three P's

Prepare

This is the top advice I give to everyone. Nothing makes up for great preparation. Do your research and know what you are talking about. Do not be lazy when it comes to preparation! Create an outline for your videos and tape bullet points up near your camera to follow. Or have them on a whiteboard behind the camera. And practice as much as you need until you nail your videos!

Posture

When doing your videos stand up or sit up straight with your shoulders back. When you do this it does some great things for you. It allows you to get a lot of breath into your lungs. That breath will calm you and give your voice a lower and better tone. Better posture also makes you more appealing to your audience by appearing more confident.

Personal

Think of your videos as a personal conversation rather than you talking to a camera lens. Understand that there a real human beings on the other side of that lens. To help with this you can tape a picture of a friend or family member near the lens and imagine talking to that person when doing your videos. Or simply imagine that person each time you go on camera.

BONUS TIPS

Don't Be Perfect!

This advice surprises a lot of people, but it is so important! You will never be perfect. From producing a TV show to commercials to documentaries, I know there is always a way to make something better. Perfect is unattainable. When you resist the temptation to be perfect you take a ton of pressure off of your shoulders. It helps you relax and perform better. What might be surprising is that people don't want perfect. People want real. Your viewers can relate with real, but can't relate with perfect. They want to relate with you and know that you are human.

Warm Up

Don't go into shooting your videos cold. Do something to get your blood pumping before you go on camera to wake yourself up! Listen to your favorite music, stretch, do yoga, watch something funny, do some jumping jacks, or repeat positive affirmations. Do something that gets you in the right mindset. You probably don't want to be sweaty, so do this a half hour to 2 hours before shooting.

This is just the beginning, but the journey to incredible camera confidence can happen more quickly than you might imagine.

I have created a formula that takes you from where I was, lacking confidence and afraid of the camera, to no fear.

My system also teaches the way to capitalize on your story to create the most impact, what tech to use when shooting videos, how to stand out on Zoom or other virtual platforms, how to be great if you are interviewed on camera, and more. I've packed a lot into my course that I know will serve you as you create videos. It is everything I've learned through my 25 year, multiple Emmy award-winning career.

[Check out my Ultimate Camera Confidence Course](#) to take your camera confidence to the next level!

