

7 Simple Steps To Start Building *Camera Confidence*



INTRODUCTION

Hi, I'm *Fosie*!

I'm Josie De Sousa-Reay, and my on-camera journey has been quite the ride!

I was lucky enough to sign with Universal Music Group at the age of 18 as part of indie-duo Dash & Will, performing and touring with local and international acts, including Justin Bieber himself. During this time I had many appearances on tv. From being in music videos, interviewing celebrities on the red carpet at the Kids Choice Awards, to hosting Nickelodeon's 'Go-Show'.

Since my "pop" days, I've spent the last decade behind the camera as a video producer, learning the ins and outs of video production, from brainstorming ideas to making them a reality.

Having conducted hundreds of interviews for video, I could see how nerve-wrecking being on camera was to my clients, so I started developing techniques to help them relax and perform confidently on camera.

And now I want to share this knowledge to help others shine!

So whether you're new to being on camera or a seasoned pro wanting to level up, I'm here to be your hype coach with a tool-kit of tried and tested techniques that will help you shine! Together, we'll unleash your inner star power and rock every frame.

Let's get going!

Josie De Sousa-Reay

Let's Get Started

The following are my go-to steps to help clients on their journey into camera confidence. They may seem simple, but trust me, they go a long way.

Tip 1.

THE 5 'P's'

Prior
Preparation
Prevents
Poor
Performance

- **Know Your Content:** Understanding your material inside-out is key. When you're familiar with what you're talking about, you're less likely to stumble or feel unsure, so make sure you plan your content before you record.
- **Practise Makes Perfect:** Just like knowing what you're going to say with your content, I always recommend running through it a few times before you hit record. The more you practice, the more relaxed you'll be when delivering it.
- **Preparation.** Preparation doesn't just mean knowing what you'll say, it also means knowing where you'll film your content and thinking about where it's going to be uploaded. Consider the noise levels and lighting in your environment to ensure there aren't going to be any distractions in your video, and whether you should film your content in horizontal or vertical framing.
- **Concentrate On Your Performance:** When you're confident in your content, you can concentrate on your performance. Instead of worrying about what to say next, you can focus on engaging your audience, emphasising key points, and delivering your message with conviction. Confidence grows with practice and experience. Each time you rehearse and perform, you learn something new and refine your skills.

Remember, confidence on camera is not innate; it comes through preparation, practice, and experience. By embracing these tools, you can confidently share your message with the world, whether it's on camera or in any other form of communication!

PRO TIP

If you're concerned you might not remember all of your content, film it in several sections which can then be edited together. Trying to remember all of your content can be overwhelming and distract you from *performing*, so filming your content in a series of smaller sections will help remove the overwhelm.

Tip 2.

DRESS THE PART

Choose an outfit that makes you feel confident and comfortable on camera. When you look and feel good, it can boost your confidence and performance.

- **First Impressions:** On camera, your appearance is often the first thing viewers notice about you. A polished and professional appearance can help create a positive first impression, establishing credibility and trust with your audience from the outset. Your clothing, grooming, and overall appearance can convey messages about your personality, professionalism, and the tone of your message.
- **Don't Distract:** A visually appealing appearance will captivate and engage viewers, conversely, a distracting or unkempt appearance may detract from your content and diminish audience engagement. Brush your hair and don't wear ill-fitting clothes. If you're wearing a tie, make sure it's straight!
- **Brand Representation:** If you're representing a brand or organisation on camera, your appearance reflects not only on yourself but also on the brand's image. Consistency in appearance with brand guidelines helps reinforce brand identity and messaging.
- **Perception:** When you are well-groomed and appropriately dressed, you will be perceived as more competent and trustworthy. Your appearance can influence how your audience perceives your expertise and authority on the subject matter.
- **Confidence Boost:** Looking your best on camera can also boost your own confidence. When you feel good about your appearance, you're more likely to exude confidence in your delivery, which in turn enhances your on-screen presence.

Overall, while content and delivery are paramount, your appearance on camera plays a significant role in shaping audience perceptions and engagement, and will showcase you as a confident and capable presenter.

PRO TIP

Avoid fine lines and fussy patterns as these will strobe on camera and distract from your presentation.

Tip 3.

IT'S OK TO MAKE MISTAKES

Mistakes play a crucial role in learning to be confident on camera for several reasons:

- **Learning Opportunity:** Mistakes provide valuable learning opportunities. When you make a mistake on camera, whether it's stumbling over your words or experiencing technical difficulties, you gain insight into areas where you can improve. Each mistake becomes a lesson that helps you refine your skills and grow as a presenter, and it also makes you human to your audience, as they can relate to you.
- **Resilience Building:** Overcoming mistakes builds resilience. Facing challenges on camera, such as forgetting a line or losing your train of thought, helps you develop the ability to bounce back quickly and continue with confidence. The more you encounter and navigate through mistakes, the stronger your presentation becomes. It's ok to laugh at your fumble, and to move on. And don't forget, the beauty of being recorded, is you can simply stop and start again!
- **Authenticity:** Embracing mistakes can enhance authenticity. No one is perfect, and audiences appreciate authenticity. When you acknowledge and even laugh off your mistakes on camera, you come across as genuine and relatable, fostering a deeper connection with your viewers. And hey, you can always turn it into a blooper reel!
- **Humility:** Being open to learning from your errors demonstrates humility, a trait that can endear you to your audience and colleagues. It also creates an environment where feedback and constructive criticism are welcomed.

In summary, mistakes are integral to the learning process when it comes to gaining confidence on camera. By embracing mistakes as learning opportunities, you can develop resilience, authenticity, adaptability, humility, and a growth mindset - all of which contribute to becoming a more confident and effective presenter.

PRO TIP

To avoid stumbling your words, take little sips of water. Keeping your mouth moist will help prevent stuttering. When I'm on a shoot and I can hear that the interviewee is struggling, I always tell them to take a sip of water, and it helps every time.

Tip 4.

GOOD FRAMING IS ESSENTIAL

- **Professionalism:** Proper framing signals professionalism to your audience. When your shot is well-composed, with appropriate framing and composition, it conveys that you've taken the time to prepare and present yourself in the best possible light. This enhances your credibility and instills confidence in your audience.
- **Focus:** By framing yourself correctly within the shot, you ensure that your audience can focus on your facial expressions, gestures, and body language, which are crucial for effective communication and engagement. Your audience needs to be able to see your eyes to be able to connect with you.
- **Eliminate Distractions:** Good framing minimises distractions within the frame. By framing out unnecessary background clutter or irrelevant visual elements, you help keep the viewer's attention squarely on you and your message. This clarity and focus contributes to a more confident and impactful delivery. Be mindful of what's in your background!
- **Visual Balance:** Proper framing ensures visual balance within the frame. This includes considerations such as the rule of thirds. When the frame is visually balanced, it creates a sense of harmony and professionalism that enhances your confidence as a presenter.

Good framing is crucial for camera confidence because it enhances professionalism, directs focus, eliminates distractions, promotes confidence, ensures visual balance, strengthens audience connection, and enhances overall presentation quality. By paying attention to framing, you can present yourself in the best possible light and deliver your message with confidence and impact.

PRO TIP

Keep your camera in eye-line so your audience isn't looking up your nose!

Tip 5.

SAY CHEESE!

Smiling and maintaining eye contact are essential for camera confidence for several reasons:

- **Positive Impression:** Smiling is universally associated with positivity and warmth. When you smile on camera, it creates an immediate positive impression on your audience, making you more approachable and likeable. This positive impression sets the tone for your presentation and helps build rapport with your viewers.
- **Engagement:** Smiling and maintaining eye contact will help keep your audience engaged. A genuine smile signals enthusiasm and interest in your topic, encouraging viewers to pay attention and stay connected with what you're saying. Eye contact, in particular, creates a sense of direct interaction.
- **Confidence Display:** When you smile, you appear more self-assured and comfortable on camera, which reassures your audience and boosts their confidence in you as a presenter.
- **Connection Building:** Smiling and eye contact help build a stronger connection with your audience. When you smile genuinely and make eye contact with the camera lens, it creates the illusion of direct personal interaction with each viewer.
- **Memorability:** A smiling face and engaging eye contact are more memorable to viewers. When you leave a positive impression through your facial expressions and eye contact, your audience is more likely to remember you and your message long after they've finished watching your video. This memorability reinforces your confidence as a presenter and leaves a lasting impact on your audience.

Smiling and maintaining eye contact are crucial for camera confidence because they create a positive impression, keep the audience engaged, display confidence, enhance non-verbal communication, build connections, generate positive energy, and increase memorability. By incorporating these tools into your on-camera presence, you can boost your confidence and effectiveness as a presenter.

PRO TIP

Already be smiling before you hit record!

Tip 6.

AFFIRMATIONS

When I was still in the band I would work myself into such a nervous state before performances. I was filled with self-doubt, telling myself I couldn't do it. So I needed to develop my own tools to stop myself from thinking I couldn't do it. I would find a bathroom and look in a mirror, and tell myself "You can do this, you have made it here, and everyone has come to see you. You know you can do this, so go out there and make it happen!". Over time, I would be able to switch into this mindset fairly quickly, and be able to confidently walk on that stage and deliver the best performance I could.

- **Mindset:** Positive affirmations help shift your mindset from self-doubt to self-belief. By repeating affirmations such as "I am confident on camera" or "I can do this," you reinforce positive beliefs about your abilities, which in turn boosts your confidence.
- **Self-encouragement:** Affirmations serve as a form of self-encouragement. When you affirm positive statements about yourself and your abilities, you provide yourself with the encouragement and support needed to face the challenges of being on camera with confidence and optimism.
- **Combat Negative Self-Talk:** It's common to experience doubts and insecurities when stepping in front of the camera, as it can be a very unnatural experience, but affirmations help counteract these negative thoughts by replacing them with positive, empowering statements.
- **Self-Fulfilling Prophecy:** Positive affirmations can become self-fulfilling prophecies. When you consistently affirm positive beliefs about your camera confidence, you're more likely to behave in ways that align with those beliefs, ultimately leading to improved performance and increased confidence on camera.

Positive affirmations are an excellent tool for camera confidence because they shift mindset, provide self-encouragement, combat negative self-talk and build confidence over time. By adding positive affirmations into your daily routine, you can build a strong sense of confidence and assurance in your ability to shine on camera.

PRO TIP

Be your own hype person! YOU are the expert in this field, so remind yourself that people are coming to YOU for YOUR expertise. You got this!

Tip 7.

GO 20% "OVER THE TOP"

Going 20% over the top on camera will help you to look natural on camera and build confidence for several reasons:

- **Enhanced Expressiveness:** On camera, subtle expressions and gestures may not always translate as effectively as they do in person. Going 20% over the top allows you to exaggerate your expressions and gestures, making them more visible and impactful to the audience.
- **Compensating for Camera Distance:** The camera lens can sometimes create a sense of distance between you and your audience, making it necessary to amplify your expressions and energy levels to bridge this gap effectively. Going a little over the top compensates for this distance by ensuring that your energy and enthusiasm are conveyed clearly to the viewers, helping to maintain their interest and attention.
- **Emphasising Key Points:** Going 20% over the top also allows you to emphasise key points in your presentation. By amplifying your vocal delivery, facial expressions, and body language, you draw attention to important aspects of your message, ensuring that they resonate with your audience and are remembered long after the presentation ends.
- **Standing Out:** In a crowded online environment, where viewers are bombarded with countless videos and presentations, standing out is essential. Going slightly over the top helps you distinguish yourself from the competition by creating a memorable and impactful presence on camera. This uniqueness not only helps you capture viewers' attention but also builds your confidence as a distinctive and compelling presenter.
- **Adapting to the Medium:** The medium of video presents unique challenges and opportunities compared to in-person communication. Going slightly over the top allows you to adapt your presentation style to suit the demands of the medium, ensuring that your message is conveyed effectively and resonates with your audience in the digital space.

In summary, going 20% over the top on camera can help to look natural and build confidence by enhancing expressiveness, compensating for camera distance, emphasising key points, boosting confidence, creating engagement, standing out, and adapting to the medium of video. By embracing this approach, you can deliver more compelling and effective performances that resonate with your audience and leave a lasting impression.

PRO TIP

Smiling, hand gestures and vocal inflections all contribute to going 20% over the top and looking more natural on camera!

CONCLUSION

Good luck!

I hope these tips help you on the beginning of your on-camera journey! Being confident on camera won't happen overnight, but the more you practise the sooner you'll be confidently delivering your message down the barrel of the lens!

Prepare. Know what you're going to say so you can say it with confidence.

Dress For Success. Your tailored appearance will make you look and feel more professional.

Don't Be Afraid of Mistakes. Mistakes make you human, and far more relatable to your audience. Don't hide away from them! Have a laugh, and move on.

Good Framing. Make sure you are in eye-line with your lens and no one can see up your nose!

Smile. Smiling and being happy on camera is so important. You need to look like you are happy to be there! If not, you won't effectively engage your audience.

Positive Reinforcement. Affirmations before you go on camera really do help, and soon, you won't even know you're saying them.

20% Over The Top. By simply exaggerating your facial expressions and body language, you will much more effectively engage your audience. You can do this by simply smiling, using hand gestures and emphasising key words.

READY FOR MORE?

Take your Confident On Camera journey even further with a personalised 1:1 coaching session.

We will tailor the session to your unique needs, ensuring you walk away empowered and ready for your on-camera excellence!

Ready to unlock your full potential? Let's go!

Click **HERE** to get started today!