



How to Share Your **Message**,  
Your **Products** and  
Your **Business** with the World!

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## **HOW TO GET THE MOST OUT OF VOICE**

### **GO SHOPPING AND GO TO THE SALON**

- Schedule your appointments now for haircuts and hair color NOW. Don't wait until a week before. A FRESH haircut is not always the most attractive on a video shoot.
- Also, order new glasses with anti-reflective (...if yours are over 3 years old)
- Go shopping for some new outfits. (TIP: Nordstrom has a wonderful complimentary stylist program.)
- Have your make-up done at a MAC counter. We have a make-up artist on site, but this is the best make-up for filming.

### **CREATE THE FOUNDATION OF YOUR PERSONAL BRAND**

This is very important... It's great if you can start it soon. Our personal brand is our touch point with the world. The color, the feel, the promise of our business - is all conveyed in this first impression. If you know the color and the feel of your brand, it will help you with what to say and what to wear for your videos.

Establish your Social Media, Websites and Blog. If you don't have accounts for your brand, set them up. You can work with our team to help you with this. Then everything is ready for you to drop in a video or a photo and start attracting clients right away.