



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

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## **DELIVER THE MESSAGE**

### **MEDIA APPEARANCE COACHING:**

- Look directly at the camera.
- Plant your feet.
- No rocking back and forth.
- Be conversational.
- Control your eyes.
- Breathe.
- Create your Soundbites.

### **HOME STUDIO VIDEO COACHING**

- Chunk your message.
- Break the message into no more than three concepts, themes or point per section.
- Prompter practice.
- Here's a link to presentation prompter [www.presentationprompter.com](http://www.presentationprompter.com)
- Countdown. 3-2-1 (pause) then wait 5 seconds and start talking.
- Don't be afraid to pause.
- Be Upbeat. FUN and passion is contagious.
- Take me there using descriptive language to show what's happening in the videos... otherwise it's called wall paper. Boring.
- Generous messenger.
- Be a warm loving teaching speaker. Speak from your heart people can feel it.
- Feel the fear but say it anyway.
- You will be afraid, it's new, but open your mouth and let the words spill out.