

Helen Moses

YOUR VOICE & MESSAGING COACH

How to Convey Confidence on Video

You may be thinking, “But I don’t like the way I sound or look on video.”

If so, you are not alone! It may comfort you to know there are physical reasons why this is the case. First, we really do sound different in our heads than we do on video or audio recordings. This is due to vibrations in our skull that affect what we hear (and which others outside our heads cannot hear). Second, we are used to seeing ourselves in the reflection of a mirror, which is the reverse image of what we see when we view ourselves on video. (Video made in selfie-mode is an exception to this rule.)

The good news is that the more you practice speaking on video, the easier it becomes and the more natural you sound. Face your fear and don’t let it stop you. You can do it!

Tips for sounding and looking confident and comfortable on video:

1. Practice, practice, practice! Know the heart of your message so you don’t have to read from your notes or a teleprompter.
2. Stand when possible for all videos. Remember to use good posture.
3. Breathe deeply and often to calm your nerves, fuel your speech, and eliminate shakiness in your voice.
4. Smile with your entire face and body. A forced smile occurs only at your mouth and gives the impression you are not being authentic.
5. Maintain eye contact with the camera (AKA your audience) as you would when speaking in person.
6. Use a conversational, friendly tone when you speak to convey approachability.
7. Speak in 3-D™ (use contrasts in pitch, volume and rate) to engage your audience, add interest, and emphasize key words and phrases.
8. Articulate your words clearly and add pauses. This will slow down your rate if you tend to talk too fast and allow your audience to take in what you are saying.
9. Make sure your voice, body language, and facial expressions are in sync with the emotions behind your words.
10. Exaggerate your facial expressions so they can be seen on video.