

Top 10 Biggest Mistakes on Camera

1. Incorrect Camera Placement

The placement of your camera can make or break your video. In essence your camera acts as your viewer. If placed incorrectly, your audience may feel uncomfortable or your message may have a different impact than you intended.

2. Inadequate Eye Contact

Good eye contact is an essential element of video communication. Because the lens of your camera acts as your audience, you need to make sure your eyes are connecting with the people to whom you are speaking.

3. Insufficient Lighting

You have the most dynamic video presence, but if you are not well lit your message may be lost. Using only ambient light or tungsten instead of daylight balanced lights are common mistakes. Adding a few well-placed lights can give your video a whole new look.

4. Wrong Wardrobe

As Mark Twain said, "Clothes make the man." Your wardrobe has to not only match your personal brand, it has to work with the peculiarities of video.

5. Distracting Background

The background can impact how your message is received. Color choice, your distance from the background and distracting elements can all work against you.

6. Sound

If you are using the mic in the camera or the computer, it's very likely that your videos sound will seem tinny or distorted.

7. Distractions

Your audience has the attention span of a gnat with ADD. You are fighting not only the distractions in your viewers own surroundings, you may also be inadvertently creating your own distractions. If you give them any cause to be distracted they will be.

8. Bad Body Posture

On camera, just as in person, how you sit or stand leaves a lasting impression.

9. Too much movement

In most cases, Judson Laipply's "Evolution of Dance" notwithstanding, your on-camera video presence needs to be still. Extraneous movement is extremely distracting.

10. Uninteresting vocal quality

Though your body needs to remain still, your voice has to have range and be energetic and powerful.

For more information contact

Laurie Brown at

Laurie@lauriebrown.com

248 761 7510

lauriebrown.com