

PRESENTING
Advice

5

WAYS TO
***SUPERCHARGE* YOUR**
PRESENTING

1

AUDIENCE

Who are you talking to?



When you're presenting to camera, think about who your intended audience is.

- Are they adults or children?
- What do they already know about the subject?
- What tone is appropriate for this audience?

This will guide decisions about content, speed of delivery, and the words you use.

Remember to talk to the camera as if just *one* person is watching you.

2

YOU

Why are you presenting?



Think about what makes you the perfect host for your content. Why would someone want to watch you?

- Are you good at exploring and explaining new things?
- Do you have experience or an expert opinion?
- How can you use emotions to connect with viewers?

Your personal perspective can help the audience relate to you, and in some cases, it can give you authority.

Taking the viewer on a journey *with* you is part of what helps you build a loyal audience.

3

HOOK

Why should they watch?



Don't bore the audience! You need to keep the viewers hooked, or they'll switch off.

- How can you create anticipation with your voice?
- What words can you emphasise to excite people?
- How can your reactions elicit emotion?

The audience want to enjoy you as much as what you're presenting. You are the focus of their attention.

This is worth considering when writing your own content. Hook the viewer, and keep them engaged!

4

GOAL

Why are you doing this?



If you're creating a video, you need to think about what you're trying to achieve with it.

- Maybe you want more YouTube subscribers?
- Perhaps it's to wow producers?
- Do you want an agent to see a range of experience?

Knowing the end goal will inform lots of decisions you make about style, length, and content.

Don't overthink this. Sometimes just making content where you're being yourself is the key.

5

PRACTICE

Keep doing it!



Much like exercising at the gym, presenting uses muscles that always need flexing!

- Could you make a short video every week?
- Can you get feedback from honest people you know?
- What tips can you learn from successful presenters?

The more you do, the better you'll get. Try and build a routine, with scheduled time dedicated to your dream.

If you need any more advice or support, check out my services: presentingadvice.com. Good luck!