



Mastering Your On-Camera Presence

Improve your on-camera performance with proven strategies. Learn to engage viewers, manage high-pressure situations, and develop a compelling presence. These techniques will help you connect with your audience and deliver impactful content.

by Still Water Communications

Video Delivery Techniques That Convert

1

Engage Your Audience

Visualize your viewer as a person. Use relatable language and ask questions to invite interaction. Maintain eye contact with the lens to create a personal connection.

2

Enhance Your Delivery

Vary your vocal delivery and use gestures to emphasize points. Utilize pacing and pauses for impact. Project your voice to boost energy and confidence.

3

Refine Your Content

Eliminate filler words and overused phrases. Use bullet points to stay focused. Start with a compelling hook to captivate your audience immediately.

4

Perfect Your Performance

Practice consistently to build confidence. When re-recording, go back a bit to maintain energy and flow. Remember: rehearse, rehearse, rehearse!

STILL WATER
COMMUNICATIONS COACHING

Navigating High-Stakes Moments and Enhancing Presence

High-Stakes Strategies

- Prepare for challenging scenarios in advance
- Use breathing techniques to manage nerves
- Pause strategically to collect thoughts
- Be authentic to foster trust
- Adapt based on audience reactions
- Review performance for continuous improvement

Enhancing On-Camera Presence

- Practice active listening and adjust delivery
- Create a comfortable, distraction-free environment
- Ensure good lighting and an uncluttered background
- Show enthusiasm and emotional engagement
- Maintain consistent energy throughout
- Develop a unique, memorable style

stillwatercommunications.com

Meet the Team

Still Water Communications is led by two experienced professional actors dedicated to helping individuals and organizations deliver their messages with authenticity, clarity and impact. We use theatrical-based techniques to help clients own the stage of their choosing. Contact us for information on workshops and one-on-one coaching at info@stillwatercommunications.com.



Tamara Farias



Steven Roten