

How to Sell on Video

10 Point Checklist

Julie Hansen

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



"The camera is the lens through which your customer sees you, so you need it to be on your side."

JULIE HANSEN

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- ☐ Take an on-camera training. These skills classes will help me make some adaptations to communicate effectively through the camera.
- ☐ Visualize in my mind who I'm talking to when I'm in front of the camera. I need to practice and build muscle memory so that I can be present and focus on getting my audience excited.
- ☐ Prepare my body before I start recording a video. My body supports everything that I'm doing and saying. So it's important not to be completely relaxed but to lose that negative tension in my body.
- ☐ Get to my best energy state. Energy is important in front of the camera. I've got to be at a high-energy place before turning on the camera. I do not have the luxury of taking the time to build to that. I'm basically warming up on my audience at that point.
- ☐ Work on my vocals. I have to warm up my vocal cords before I go in front of the camera so that everything is just flowing.
- ☐ I don't have to be perfect. That's an unattainable goal, and it's not always desirable. It's hard to connect with people that are perfect, so I have to bring my humanness to the table.
- ☐ Be comfortable with my camera. Just turn my camera on for a couple of minutes a day and have a conversation with it. Make my camera my friend.
- ☐ Make sure I'm framed well in front of the camera. The goal is to make it easy for people to see my face, eyes, and expression.
- ☐ Be aware of my body language. The camera doesn't like fast, quick, and big movements because it's very distracting. I have to keep my movements slow and purposeful.
- ☐ Be prepared for different situations and have some flexible lighting. I need to have a good set of lights that I can reposition.
- ☐ Visit Julie Hansen's [website](#) to access her videos and blog posts on how to act on camera and use video to build deeper relationships, sell solutions, and enhance reputation. Also, check out and read her book, [Looked Me in the Eye: Using Video to Build Relationships with Customers](#).