

**WEEK 7**

VIDEO MODULE 3 – MINDSET FOR VIDEO

WORKSHEET

Summary:

If you’re anything like what I was when I first started recording videos, you might find yourself struggling a bit and having to “get over yourself”, to get it done.

This is totally normal, and many of my clients have exactly the same issue, so today I’m going to share with you some more tricks I use to get over myself if ever I get nervous about getting in front of the camera.

1. **Shake it off!**

I know this might sound silly but to physically get moving actually does help you get grounded and release at least some of your nervous energy.

Put on your favourite energy song (YouTube is great for this!) and have a dance, jump around, sing, etc.

Call my crazy, but I challenge you to do this and then tell me you don’t at least feel a bit better about life, haha!

Here are a couple of my favourite go-to’s” if you need some inspiration – enjoy! 😊

<https://www.youtube.com/watch?v=HgzGwKwLmgM>

<https://www.youtube.com/watch?v=sEXHeTcxQy4>

<https://www.youtube.com/watch?v=nfWlot6h_JM>

1. **Realise that it’s actually not about YOU**

You might not realise this but your prospects actually want to hear from you, especially if they’re currently looking to make a buying decision!

You obviously have a product or service they could be interested in, but they may be hesitant and trying to avoid making the wrong choice by weighing up all their options.

By publishing video content, people will be watching and will eventually feel more at ease with making the final buying decision.

So, help your ideal client out by informing them with everything they need to know, and do it via video as this will create even more credibility because they will be directly hearing from YOU rather than just reading about it.

If you come from a place of service and thinking about the needs of your prospects, this will make it easier for you to “just get it done”!

1. **What does your ideal client need to know today?**

Further to the above point, I have one question I love to ask which automatically puts me into the right frame of mind for video production:

“What does my ideal client need to know today, that would really help them out?”

This question immediately makes me think of my ideal client, their issues and I am usually able to come up with a topic of discussion almost instantly.

Give it a try for yourself! 😊

Action Items:

1. Ask yourself: what does your Ideal Client needs to know today, that could really help them out?
2. Record another short video talking about that – post it in the Facebook group or send it to me privately.