

# Video Creation

FOR SHY / INTROVERTED ENTREPRENEURS

Video is one of the most powerful mediums for entrepreneurs to connect with & gain the trust of prospects & clients. "Selfie-style", real, imperfect video is one of the most effective strategies for building your brand. But, what if you're terrified of the camera - of people seeing or judging you? What if you don't like the way you look or sound on video? This is normal - you are in good company and we've been there.

We know the struggle is real...and we also know it's worth it. As introverts who've successfully overcome our natural aversion to showing up on camera, we've found massive success in scaling our business & converting at higher rates through live video.

We have created a 4-step formula to reduce fear and pressure around video creation & delivery for creative entrepreneurs just like you!



[SHIFTCOLLECTIVE.CA](http://SHIFTCOLLECTIVE.CA)

# Video creation

## SURVIVAL CHECKLIST



**CHOOSE  
TOPIC**



**RESEARCH  
TOPIC**



**PRACTICE  
DELIVERY**



**GO LIVE  
ON SOCIAL**



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# *Choose topic*



- Identify client need/challenge.
- Determine relevancy of topic.
- Brainstorm possible solutions.
- Decide on video name & caption.
- Choose platform(s).

# Research










- Utilize search engines to gain insight (internet, Pinterest, etc.).
- Prepare skeleton outline.
- Ask audience for feedback.
- Create more detailed but succinct outline.

# Practice

- Translate content → point form.
- Practice a few times - don't obsess over perfection.
- Translate point form content to sticky notes.
- Practice on “selfie” mode.
- Keep the focus on WHO you're helping.

# Go live

-  Schedule in advance.
-  Charge up & energize.
-  Go LIVE. Don't over-think it.
-  Speak conversationally, like you're speaking to ONE person.
-  SMILE with genuine eye contact!!!
-  Resist temptation to re-watch/self-critique.
-  REPEAT until you feel comfy.