

Get Comfortable on Camera



You're here for a reason.

You know you need to start using video, but you're not sure it's the right fit for you. Maybe you've even tried to send videos and have stopped halfway through because they just didn't feel right.

We get it. Learning how to become confident in your video abilities doesn't come easy to everyone.

To help ease people into the idea of video, we have created this guide. In it we tackle the four most common objections we hear from people who are intimidated by the process of using video.

This includes:

- + I Don't Like How I Look in My Videos
- + I Don't Like the Way I Sound in My Videos
- + I Don't Know What to Say in My Videos
- + I'm Not Tech Savvy

Check out our answers to these objections in the guide. We'll also give you some simple tips on how to feel more comfortable on camera and make your simple videos look great.

Finally, we'll close this guide out with four video examples that are applicable to any industry. These examples can help you create your first videos with ease.

We hope you enjoy!



1

I Don't Like How I Look in My Video Emails

This is something we hear ALL the time from customers and prospects.

Most people don't love how they look on camera and that's normal. We've got lots of great tips for people who shy away from the camera! The only person worrying about how you look is YOU because everyone else is busy worrying about how THEY look. Once you understand that and implement these strategies, recording gets easier.



Start by Sending Videos to Friends and Family

Your friends and family know how you look and love you just the same, so we suggest sending trial videos to friends and family to start. Just send simple videos, asking how they're doing or how their day went. Tell them you're thinking of them in a video. This is a good place to start.

Don't Watch Your Videos Back

If you can't watch any of your videos without the urge to immediately delete them then STOP watching them back. You don't see yourself when you communicate normally so treat videos the same. As long as you know you got your point across, just press send. If you're worried about the video, have a coworker or friend watch them and give you an opinion before you send. Once you start getting great responses, you won't care about your appearance on video as much.

Don't Get Hung Up On the Video Quality

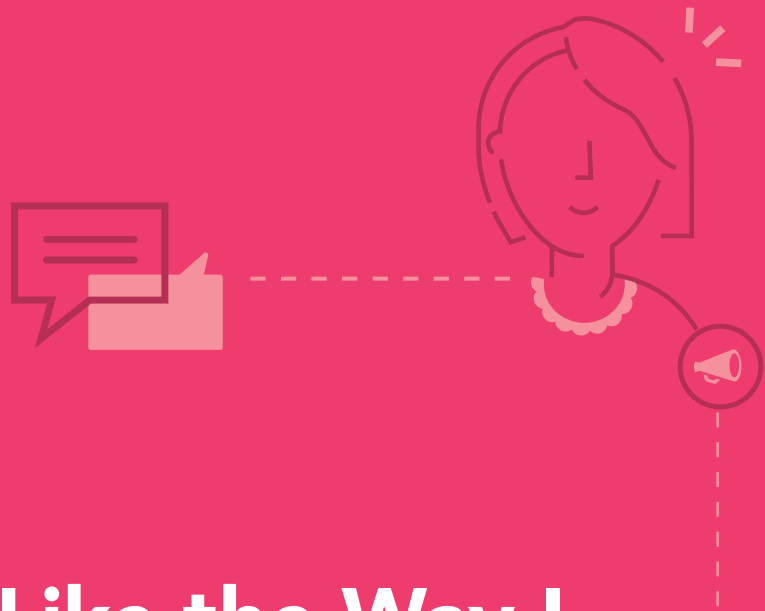
Don't get discouraged when your video is simple and doesn't have any of the bells and whistles seen in high production projects. These are meant to be simple videos with a real person behind the camera. People connect to people they can relate with! They want to see who you really are so they can know if they want to work with you. Don't try to look or act like a moviestar. One-to-one video is meant to be personal and different from highly produced commercials and movies.

Treat the Video Like a Face-to-Face Meeting

How do you present yourself when you have a face-to-face meeting with clients? Try to look the same on your videos! Don't overdress or try to look over-the-top professional if that's not who you are. In the same way, you wouldn't roll out of bed, and run to a meeting in your pjs - so don't go the polar opposite and do that on camera either. When you feel comfortable and presentable in what you're wearing, you'll feel better and more like yourself on camera. If you're really struggling, try wearing favorite meeting outfits when you film your first few videos. You'll feel more confident when you know you look your best.

Film Your Videos in a Space Where You Have a Nice Background

If your background feels messy or distracting, it might make you feel less confident on camera. Pick a clean, bright space to film. To get started, we suggest picking one room in your home or office and setting it up for your videos. With a nice backdrop and a window lighting up your face, you'll feel more confident in how you look and how your video looks.



2

I Don't Like the Way I Sound in My Video Emails

There's nothing worse than hearing the sound of your voice for the first time in a recording.

This is because how we hear our voice is actually extremely different than the way we actually sound. Of course thinking your voice sounds one way your entire life and then hearing it sound another way would impact you. But the fact of the matter is the way you sound on camera is the way you sound in real life. And people aren't worried about the way you sound. They're probably too busy being hung up with the way they sound to even notice!

So let's couple that with a very common holdup we tend to hear here at BombBomb - "I don't know what to say in my videos." If you don't like the way you sound, and you don't know what to say, I don't blame you for not being ready to start using video.

While you can't fix the way you sound, you can take the time to follow some of the steps below to help you feel more confident in sending those videos. And when you feel confident, you won't even notice the sound of your voice. Follow the four easy steps below to make sure you're setup for success.

2 | I Don't Like the Way I Sound In My Video Emails

Four Steps to Help You Speak & Feel Confident on Camera

MAKE A PLAN FOR YOUR VIDEOS

So often people get hung up on video scripts. Scripts are a no go. You'll seem inauthentic, awkward, and robotic while reading one. Instead of focusing on a script, make a plan for your video. Use bullet-points, sticky notes, or whatever you need to keep your video on plan. A good process for all of your videos should be to start off with a friendly, personal, intro, and then cut to the chase and explain why you're sending the video, followed by a quick call-to-action at the end.

THINK TO YOURSELF: WHY WOULD SOMEONE WANT TO OPEN MY VIDEO?

Even experienced email writers often forget to think critically with their sends. But you should have this mindset with every email you send. Think about the person you're sending this video to. Think about their occupation, their pain points, and how you can specifically benefit them. Make sure that your video relates to those specific points.

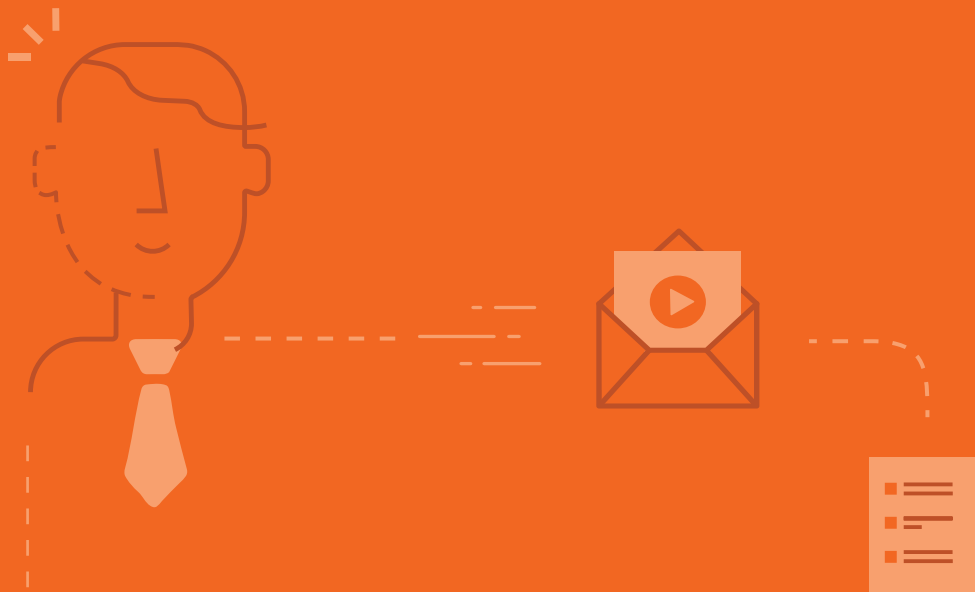
SPEAK CONVERSATIONALLY

We always explain that video is the best way to get face to face with someone when you can't be there in person. Treat all of your videos the same way. Talk to your recipient conversationally, as if you were talking to them over dinner.

KEEP YOUR VIDEOS SHORT

Keeping your videos short may seem difficult at first but it comes naturally the more videos you send! A good sweet spot for video length is **1-2 minutes maximum**. Think about it the same way you would think through a voicemail. Voicemails are always structured to start with an Intro, an explanation why you're calling, and end with a call-to-action. That is the exact same structure we discussed above for your videos. Stick to the structure, and your videos will remain short and sweet!





3

I Don't Know What to Say in My Video Emails

Any time you've got a message that would be best communicated in person, you've got an opportunity to use simple video.

Another opportunity: when there's so much detail that it'll be a pain for you to write it out and a pain for your recipient to read it. Which is to say nothing of being misread or misunderstood.

Simple video saves time and adds clarity. From that broad position, though, let's get to four specific opportunities you have to send video.

3 | I Don't Know What to Say In My Video Emails

CLICK HERE FOR AN EXAMPLE



Process Updates

WHAT: Process updates are a great way to stay in front of your clients during long transactions, projects, or deals. You can send these to give your clients updates on what has been happening with their projects and what's coming next.

WHEN: Right out of the gate. After a milestone is reached. After a small victory. When things have changed. When you need something to get done. Any time there's something notable to share with one or more people.

WHY: Process Updates allow you to continue to build trust and strengthen your relationships with clients. If there are any additional vendors involved in the deal, you can include them on the email too and show them your attention to detail.

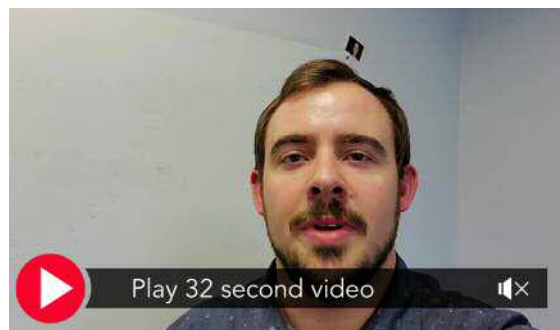


Appointment Follow-up

WHAT: These are the videos to send after meeting with a connection either over the phone, over a video call, and in person, simply thanking the person for their time.

WHEN: After any form of longtime communication - a meeting or presentation.

WHY: It's a great way to build trust and one that can really help you make a solid impression on new connections. It also will help you remain top of mind, and stand out amongst competition if your connection is still shopping around.



CLICK HERE FOR AN EXAMPLE

CLICK HERE FOR AN EXAMPLE



Checking in

WHAT: This is the standard video you send to former prospects, or clients to check-in and see how they've been doing since you last connected.

WHEN: Timing can be tricky for this. In many cases, prospects will ask you to follow up with them at a certain time. That's obviously a great time to take advantage of checking in. Also if you're running a promotion, or have a new product offering that might benefit that particular person, it's useful to send a video to check in.

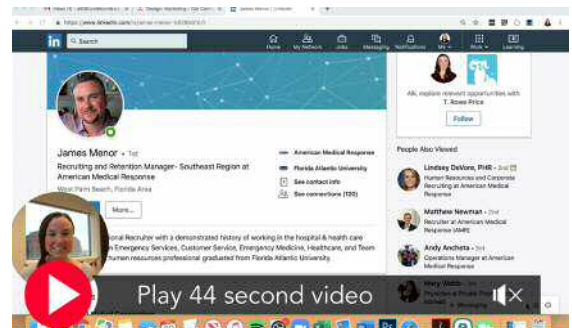
WHY: This is a great way to stay top of mind with your sphere. It allows you to bring yourself back into their inbox in a personable way. If you've spent enough time with this person previously, don't forget to ask about their family or their hobbies.

Did you get my email?

WHAT: This is the standard email you send to follow up with someone who hasn't responded to your emails.

WHEN: Three - five days after sending your original email.

WHY: Not getting the answers you want via email is a frustrating issue that many of us face. Sending a video to check in is a great way to stand out. This is a great opportunity to really personalize your videos to that person to elicit a click. Some of our representatives have used the screen sharing feature and showcased their prospects LinkedIn or website in the first three seconds of their video to create an appealing thumbnail and get results.



CLICK HERE FOR AN EXAMPLE



4 | I'm Not Tech-Savvy

Not everyone has time to learn about all the new video gear that comes out and not everyone is inclined towards gaining tons of tech knowledge!

If you have the basic tools but just aren't sure where to get started with video, we understand and we're here to give you some simple, actionable steps. Don't let the gear become a roadblock to your success!

Just Pick One Device to Get Started

A majority of business professionals have a computer with a webcam or a smartphone with a camera. Just pick one of these to get started! Focus less on the technology and more on the content quality in your videos.

COMPUTER

If you find yourself gravitating towards using your computer over your phone, then choose this device to start recording! Don't worry about an external camera or microphone. Try to keep your background clean and try to take your computer into a space full of natural light for the best results. Also make sure to look at the camera and not yourself on the screen.

If you're using your computer, we suggest using BombBomb's platform, the Gmail extension, or the Outlook extension, to get your videos done. These platforms make it so easy to record and send your videos right inside the tools you already use.

[How to Record Videos in Your BombBomb Account](#)

[How to Set Up the Gmail Extension](#)

[How to Use the Gmail Extension to Record & Send Video](#)

[How Do I Install the Outlook Extension](#)

[How Do I Send a Video Using the Outlook Extension](#)



PHONE

If you find your phone easier to use than your computer, start with that! If you're worried about the video being shaky, you can simply set your phone on your desk or table and prop it up with some books. Like we suggested with using your computer, try to go somewhere with good lighting and make sure to look at the camera, not yourself on the screen.

[How to Record BombBomb Videos on Your Phone - iOS \(iPhone\)](#)

[How to Record BombBomb Videos in Your Phone - Android](#)



Choose One Time a Day or One Time a Week to Film

If you find it tedious to get everything setup for your videos, don't film multiple times a day. You'll save yourself time by filming as many as you can while your phone or computer is ready and your surrounding space is clean. If it's overwhelming to film every day, just film once a week and do 5-10 videos during that time.

Find What's Easiest and Stick with It

Once you've found your favorite video routine, stick with it and keep cranking those videos out. If it takes you extra time to try to film on a different device or in a different place, go back to what is easiest for you. The goal is to get face-to-face more often. If you're getting frustrated with the gear you're using, that frustration might come through in your videos. As long as you can easily film and be yourself in your videos, you're doing it right!

Worry About the Content Quality Over the Production Quality

Remember that the quality of your video content matters more than the quality of the video production. Though you don't want the quality to be so bad it's distracting, you don't need everything to look and sound perfect. Try to put your effort into what you'll say and share in your videos.





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YOUR BUSINESS

Final Thoughts and Next Steps

Thank you so much for reading our guide. We hope you enjoyed our tips.

If you are thinking about utilizing video in your business, but unsure where to start, check out "Rehumanize your Business." This easy-to-read book is a compilation of everything we've learned with and from our customers over the past 10 years. It is the definitive guide to business communication with simple, personal videos.

[Click here to learn more!](#)

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