



ON CAMERA INTERVIEW TIPS

The thought of being interviewed on camera can be nerve racking! With these quick tips, it can be a fun and easy process for you and for the person conducting the interview!

#1 - Rehearse your introduction

It can initially seem awkward or uncomfortable to be on camera... it might confuse you when you start speaking. This is why it is important to know how you will start. Once the ball gets rolling it gets easier, but knowing where to start definitely helps! This is typically as simple as your name and title, but figuring out how you want to say it before you're in the spotlight definitely helps!

#2 - Speak in complete sentences when possible.

When you are asked a question on camera, It is always best to repeat or rephrase the question when you answer it.

For example: if you are asked: *"How long have you been farming with draft horses."* Answer: *"I have been farming with draft horses for 55 years."*

The reason for this is so that the interviewer's question can be excluded from the final edit. An answer of *"55 years"* would not have any context if or when the question is removed.

#3 - Speak in present tense.

Each time you find it necessary to repeat something you've already said, it is best to say it as if it were the first time. Do not preface your repetition with words like: *"As I said before..."* or *"Like I showed you yesterday.."*

The reason for this is that the final video may not be put together in the same order in which it was recorded, so what you describe as *"yesterday"* may not yet have appeared in the video.

#4 - Maintain good eye contact.

During the interview, talk to the person who is asking you questions.

Don't worry about any one else who might be watching. If you are looking around at people who will not appear in the final video, your eyes will be wandering and those who watch the video might wonder who you are looking at or why you are looking around.

#5 - Keep good position.

During the interview, plant your feet (or bottom, if you're sitting down) in one place as if you were nailed down. Try not to move around too much, shift your weight, rock, bounce, or shuffle your feet around. These type of movements can cause unwanted noise in the recording. Since the camera remains stationary,

any movements you make will tend to be more pronounced. You may look like you are ducking on and off the screen, and the camera focus can be harder to maintain. Don't feel like you can't move at all though... small natural movements or hand gestures are good, and you definitely want to look relaxed.

#6 - Make a list of all the points you want to cover!

Know your message points. Make sure to tell the viewers exactly where to find you on the web, or where to buy your product. The more you prepare for what you want to say and how you want to say it, the smoother the process will go and the better the final recording will be. By making a list in advance, you can be sure to cover all the important points. Before the interview is over, double-check your list to make sure you covered everything that you want to cover.

#7 - Making mistakes while on camera

Don't worry too much about making mistakes. If you say something that didn't come out right, simply stop and start the sentence over again as if it never happened. Your mistakes will be edited out of the final video, and no one will be the wiser. If there is a question that you don't understand or that you don't want to answer... feel free to say I don't want to answer that.

#8 - Keep your answers short.

Make sure you don't run on and on and on with each question... When nerves creep in this is easy to do. Remember, the person who is interviewing you wants you to do a good job. They will ask you for additional details if needed. But they will likely not come back and ask you to fill in or to explain in a different way if you are long winded with your answers.

#9 - Keep the audience wanting more.

This goes hand in hand with the last point. You may initially think that adding in lots of detail when answering each question is good, but this is usually not the case.... Many people have short attention spans. Remember to give them just a taste of the details so they feel inspired to look further into you, your product, or your brand.

#10 Relax and have fun.

No matter how much time is scheduled for the interview, you will find that the time goes by fast. Remember to relax and enjoy it!