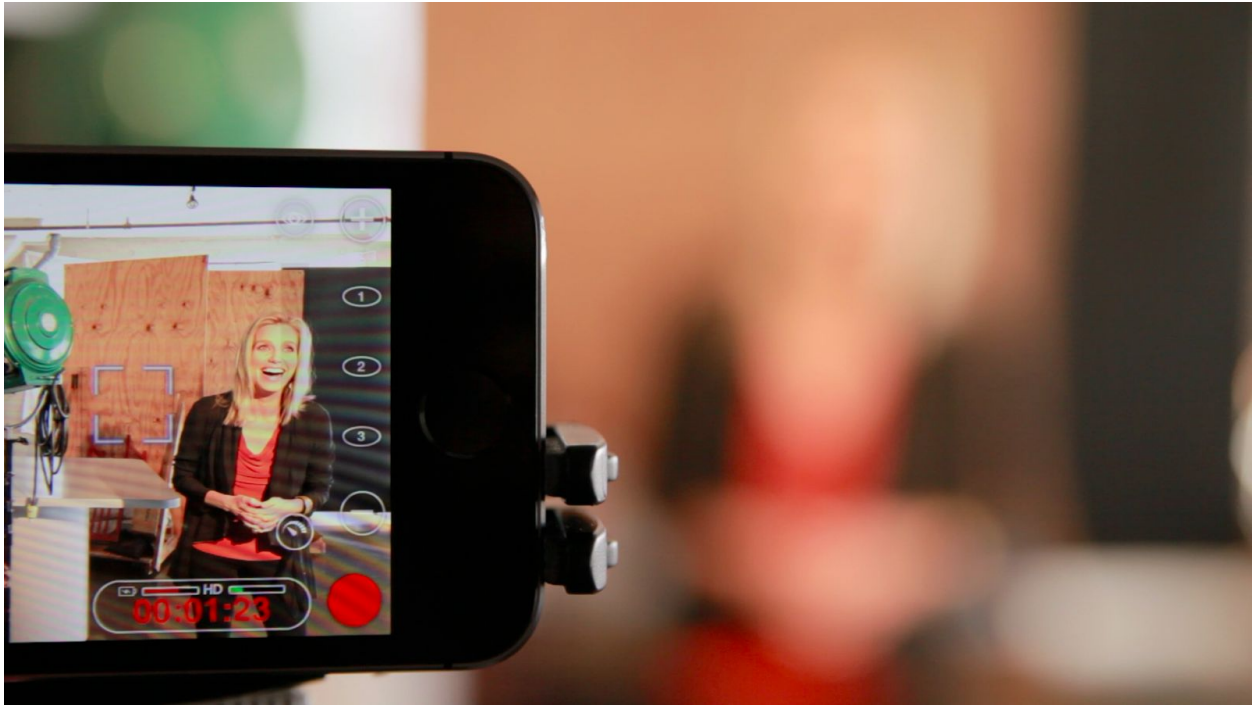


THE WORKBOOK

## ROCK YOUR VIDEO:

### 5 Secrets to Being Totally Comfortable on Camera

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#### **Let's get this party started.**

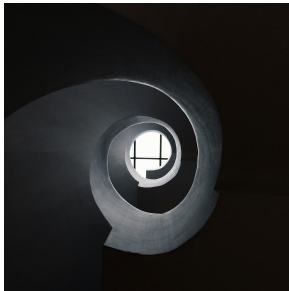
I'm delighted that you decided to invest your time and energy into tapping into one of the BEST WAYS to share your expertise online... through VIDEO. Now, I know it can be intimidating to hit that record button, but you don't have to hesitate a minute longer. Now you will learn the secrets to building your confidence, polishing your presence, so you can create videos *easily* - that actually look professional. Doesn't that sound great?

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**This workbook is to help you get the most out of the LIVE TRAINING. Take a peek, and be sure to have it with you during the master class. You can fill it out as we go along!**

**SECRET #1:** Let's look at your FEAR.



It's completely normal to feel uncomfortable in front of the camera. If you want to make amazing videos, we must address those nagging thoughts of insecurity and doubt. Energy is **CONTAGIOUS**, so you must release those feelings of insecurity before you hit record. Your audience longs to see you relaxed, confident and **HAVING FUN**. When you learn to overcome your fear, you allow yourself the freedom to express your best self. If you want your light to **SHINE**, let's get those butterflies out once and for all.

**TIME TO WRITE: LIST YOUR 5 BIGGEST FEARS ABOUT BEING ON CAMERA**

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Now that wasn't so bad, was it? Do you feel just a little bit better? By simply getting those thoughts out of your head and onto the paper, you release some of the power those pesky thoughts have had over you in the past. Do not let FEAR stop you! When those feelings arise, it's up to you to tell yourself to keep going. You can do it, I promise you!

**SECRET #2:** You can start filming RIGHT NOW using tools you likely already own.



I know you want to make “professional” looking videos for your business or online course. Who doesn't? Here's the secret... You can use relatively inexpensive items to build your very own mini studio! When you registered for this training you received my list of favorite piece of equipment. Now that you've taken a look, why not review the items you already have to see if you can get started RIGHT NOW?

**TIME TO WRITE: LIST the equipment you already own that can help you create “professional” looking videos.**

The Camera: What type of equipment do you have to record video?

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The Lights: How can you find the perfect lighting?

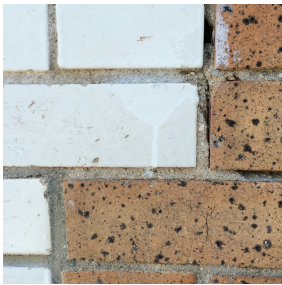
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The Sound: Where can you film that is quiet?

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**Secret #3: When you make a plan, you stay on course.**



Any solid foundation requires a bit of planning in advance, no? If you're reading this, then you have likely been thinking about producing videos for some time. Is that true? Maybe you have tinkered on Periscope, or perhaps you have started a YouTube channel, or maybe you've been considering launching your very own online course? Perfect! Now, let's get those creative juices from your head, onto paper so you can start building a game plan for success.

**TIME TO WRITE: Dream big! What kinds of videos would you like to create?**

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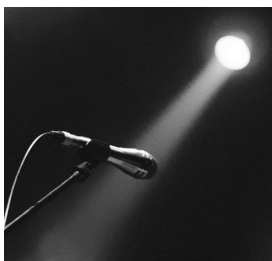
The first step to making those videos a REALITY is to commit to a time to get started. Research shows that if you write your goals down, you are 42% more likely to make them happen.\* So, let's make a date, shall we? You can start here:

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On \_\_\_\_\_ I will create my next video.

\*This is from a study with Dr. Gail Matthews, a psychology professor at Dominican University in California with 267 participants.

**Secret #4:** You already know what you want to say. You just need to practice saying it.



One of the most challenging aspects of creating videos is polishing your delivery. Do you use a script? Do you memorize what you want to say? Do you “wing in” and see what happens? The truth is when you get very specific about who you are talking to and what exactly you want to share with them, finding the words to express yourself becomes much easier! So, let’s start mapping out your message... The key here is specificity.

**TIME TO WRITE:** Take a moment and jot down **WHO** you will speak to and what you might tell them.

Your Audience: Write down friends or clients who could be the PERFECT audience for your message.

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Your Message: What SMALL NUGGET of information or inspiration could you share?

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**Secret #5: The real power of video lies in your ability to SHARE your message.**



Once you've done the work of creating your first video, it's time to take the next brave step... Sharing your brilliance! There are so many exciting ways to use video, but it's important to find the platform that works best for you. Again, when you commit to taking a specific action, you will reap a TON of success! It's time to put your dreams on paper... Remember, your audience is waiting for you to show up!

**TIME TO WRITE: Take a moment and GET CURIOUS about your video strategy.**

Your Interests: Where do you like to watch video online?

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Your goals: Where do you want to post your videos online?

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That wasn't so hard, was it? In fact, don't you feel great knowing that you have the blueprint for getting out of your head, standing in front of that camera, recording your awesomeness and then posting it on the internet for all to see? If you're not as giddy as me right now, that's OK. You'll get there, I promise... the minute you take action.

This workbook is your opportunity to get the MOST out of our training together, but if you really want to SCORE BIG you must SHOW UP LIVE. I will be there to share my stories, dive deeper into these concepts and answer any questions you have along the way.

You deserve to share your brilliance, step into your dreams and change someone's life, with the message that YOU have to share with the world. I know that sounds BIG and that's because it is. By harnessing the power of VIDEO and using the internet to spread your message, you are in fact changing people's lives. I can't wait to show you how!

The world is waiting to meet you.

See you soon,

**Alexa Fischer** uses the skills she learned at The Yale School of Drama and on countless

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primetime television shows to help people speak with confidence and calm in any situation. Versatile and useful, her methods can be applied to boardroom pitches, public speaking, promotional videos - even cocktail party small talk. Alexa is honored to have worked with Fortune 500 companies like Trader Joe's and SONY and smaller, philanthropic organizations like the Step up Women's Network and Dress for Success. She works with clients in group workshops, through online classes, and one-on-one, helping each person polish their speaking and presentation skills while tapping into their own greatness.  
[alexafischer.com](http://alexafischer.com)