

PART 1 MESSAGING

■ What's your message?

Streamline your message for clarity by conducting an audience analysis.

■ Craft memorable content.

Ensure your talking points are sticky and on point by focusing on the structure of your message.

■ Keep your audience engaged.

Create strategic soundbites to use in a variety of situations.

■ Ace Q&A opportunities.

Expertly respond to questions - even the ones you didn't prepare for.

PART 2 DELIVERY

■ Nonverbal communication to impress and exude confidence.

Developing effective nonverbal communication skills can not only make you look more confident, but feel more confident too.

■ Have a broadcaster's voice.

Weave your unique speaking style into your brand voice.

- ▶ Use open, powerful body language.
- ▶ Keep neutral facial expressions and focus on the person speaking.
- ▶ Smile with your eyes.
- ▶ Be mindful of hand gestures depending on the camera frame.
- ▶ Warm up your mouth and vocal chords to ensure you enunciate clearly.
- ▶ Give it some spice - add pacing, pausing, and emphasis.
- ▶ Be conscious of the energy of your voice and match your tone to the content being shared.

PART 3 ON-CAMERA PRESENCE

■ How to look and sound your best.

Use tools and techniques to command the space and get your message across.

■ Camera-Ready.

Appearance is one of the types of nonverbal communication that helps your audience relate to you and create a memorable first impression.

- ▶ Ensure soft lighting that comes from the same direction as your camera.
- ▶ Use a microphone and pop-filter for polish.
- ▶ Choose the appropriate background and center yourself in the frame.
- ▶ Wear wrinkle-free jewel tones and simple shapes.
- ▶ If using a wired mic, be mindful of where it will be clipped.
- ▶ Your hair should be styled and out of your face.
- ▶ Wear matte makeup.