

MEDIA TRAINING

Master Essential Skills To Elevate Your On-Camera Presence

Workbook Edition



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INSTITUTE

MEDIA TRAINING

PART 1

MESSAGING

PART 2

DELIVERY

PART 3

ON-CAMERA PRESENCE

NOTES:

AUDIENCE ANALYSIS EXERCISE

Identifying the audience and adapting an on-camera scenario to their interests, level of understanding, attitudes, and beliefs.

Who is watching and/or listening?

How much do they already know? Is this for an external or internal audience?

What is the goal of your message?

What do you want your audience to do after (i.e. Call to Action)?

What do you want your audience to remember (i.e. What's the Takeaway)?

AUDIENCE JOURNEY MAP EXERCISE

Organize your content and bring your audience along with you.

- What > So What > Now What
- What > Why > How
- Past > Present > Future
- Problem > Solution > Benefit
- Problem > Context to the Problem > Your Solution

Remember to start strong and finish strong. Fill in the boxes below with your questions and answers.

SPEAK IN SOUNDBITES EXERCISE

A soundbite is a short message, often no longer than 30 seconds (usually 15 - 20 seconds), that describes the main idea of your message.

- Partner up and use stopwatches on your phone.
- **Step 1:** Write a soundbite for each of the sections above. If you have extra time, write a hook and Call to Action. Then, share what you wrote in the section and have your partner time you. When did you get to the 15, 20, and 30-second marks?
- **Step 2:** Review your message - what core message do you want to deliver? What words are unnecessary? How can you get to the point as quickly as possible? What are your three main points that could be pulled for 3 soundbites?
- **Step 3:** Partner up and again, run through your message. When do you get to the 15 - 30 second mark?

NOTES:

Q&A ZINGERS EXERCISE

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

Q&A Best Practices:

- Control the moment
- Answer with skill and deflect with grace
- Avoid saying "no comment"
- Ask them to "repeat the question"
- Use Bridging and Flagging

Think about some zinger questions and how you would answer them.

NOTES:

FINETUNE YOUR NONVERBALS EXERCISE

Nonverbal communication is so important - whether you are speaking or not. You need to be consistent.

Types of Nonverbal Communication:

- Own the space
- Facial expressions
- Eye contact
- Energy
- Hand gestures

Exercise: Partner up and practice sharing the core message using the camera/audio while averting your eyes, slumping, no hand gestures, and low energy. Play the video back on mute and observe how body language really “speaks.”

NOTES:

LET'S ENUNCIATE EXERCISE

There are a variety of exercises that you can do to help ensure you really enunciate your words. (All to help warm up your mouth to be able to articulate better.)

Exercise:

- **Step 1:** Record yourself speaking your 15-second soundbite really fast and not moving your mouth. Are you able to understand what is being said?
- **Step 2:** Run a few enunciation exercises to warm up your mouth.
- **Step 3:** Now, record yourself really enunciating your 15-second soundbite.

NOTES:

PACING AND PAUSING EXERCISE

You can add or emphasize a mood or tone with a bit of inflection, pacing, and pausing.

NOTES:

EMPHASIS EXERCISE

In speaking, emphasis is called strategic tonality because we use tone strategically to help the audience pay attention. The brain processes language in peaks and valleys. So, if we punch words with our voice or emphasize certain words, we tell the audience, “Listen to this!”

NOTES:

RAMP UP THE ENERGY! EXERCISE

The camera can cut your energy in half. We need to be excited and passionate about what we are talking about, and others will be too.

Exercise:

- **Step 1:** Record your core message with your normal output.
- **Steps 2, 3, and 4:** Repeat the process again, but this time, bump up the energy by 50%, 75%, and 100%.

NOTES:

COMMAND THE SPACE EXERCISE

Both tools and techniques are important components in terms of “working the camera.”

Your Tools:

- Camera set-up (film horizontally - landscape mode)
 - ▶ Differences in filming for various social media platforms
 - ▶ Ensure that you are centered in the camera lens
- Filters for post-production
- Editing software - No need for expensive editing software
- Microphones
 - ▶ Background noise? Internal microphones pick up a lot
 - ▶ External microphone (buy the best you can afford and get a pop filter)
- Background - virtual (be mindful of the strobe effect if not using a Green Screen). You may consider creating a “minimal decor backdrop” instead
- Lighting - soft light vs. direct sunlight or strong lights will create sharp shadows (have the light coming from the same direction as your camera)

Your Delivery Techniques:

- Know what you are going to say and capture the audience’s attention
- Remember your nonverbals
- Enunciate, Energy, Spice It Up with Emphasis, Pacing and Pausing

NOTES:

CAMERA-READY EXERCISE

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

Appearance Techniques:

- Clothing
- Wired microphone
- Finishing touches
- Embrace your uniqueness

NOTES:

3,2,1... YOU'RE ON

Before You Go On:

- Don't memorize - use bullet points.
- Practice your delivery.
- Have a pre-game ritual.
- Own the moment!

NOTES:

YOUR ACTION PLAN

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What will you stop doing?

What will you start doing?

What will you continue doing?

WE WOULD LOVE YOUR FEEDBACK!

Scan the QR code below to take our super short, super fun
(okay, maybe not super fun) survey. We promise it's under a minute!



To continue to elevate your professional skills and accelerate your career goals or to just learn more about our industry-leading training and services, you can visit our website, send us an email or give us a call!

We look forward to supporting you on your journey!



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