



## Confidence and Connection Camera!

Telehealth is booming business! Using online video platforms is a growing avenue for Yoga Professionals to enhance their profitability and better serve their clients, but it is easy to be intimidated by that medium. Here are some tips to help you gain the confidence you need to make those genuine connections using social media videos or live video sessions with clients.

- Look directly into the camera lens as if you were looking someone in the eye.
- Put one foot in front of the other to steady your stance.
- Use inflection in your voice and emphasize important words in your message.
- Heighten your energy level some to draw people in. You want them to be as excited about your content as you are.
- Have confidence in yourself on camera as much as you have confidence in your content.
- Habits! Watch yourself back occasionally to notice your habits so you can adjust. Also remember to look for what you did that you liked.
- Plan your content and practice before you shoot/go live.
  - Have a strong introduction.
  - Write out bullet points on a poster or dry erase board by the camera.
  - Beware of the finishing video ramble...have a plan of exit!
- Action beats perfection. Whatever you put out is better than never doing anything due to the desire to make it perfect. You will get better, but only after repeatedly doing it.
- Identify others who are already putting out videos and notice what they are doing well and what they are not.
- And finally, do your work. What practice can you do that will put you in the state of relaxation, energy, confidence, or excitement you need to be in to best present your content? Find that practice and do it every time.
- Remember that you are providing a service by connecting with clients in this way, so grab that confidence and get connected!

### Practice with a partner!

1. Introduction
2. Small content piece
3. Goodbye

What went well:

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Ways to improve:

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Action Steps:

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