

5 Ways to Immediately Relax on Camera

1) Breathe

Yes, it may sound obvious—but it isn't! So often, when we get nervous, we forget to breathe and to relax the tension in our bodies. You can take a few deep breaths before you shoot to calm yourself and to focus your mind; then, when you're on camera, continue breathing—you can always edit it out later if necessary.

2) Smile

Want to know the quickest way to have more fun on camera and appear more relaxed? Smile. Again, this isn't rocket science. There's also something cool about muscle memory that when you make yourself smile, you start to take on the emotions associated with smiling (lightness, happiness, etc.) It doesn't need to be over-the-top. Just smile at the start of your video and go from there.

3) Get over perfect

Have I ever told you that time I spent six hours over two days filming a 90 second video in one take? Holy cow—it absolutely consumed me, because **it had to be perfect!** But guess what? It doesn't. It just needs to be good enough—maybe even really good. But perfect? Unattainable and impossible. Forget it. Chasing that is not worth your time. Get your content out there—that's the goal.

4) See your friend

When you're talking to the camera lens, imagine that you're talking to a good friend. At this point, it doesn't matter if they actually need the info you're sharing; in your mind, you think they do, and so they are the perfect person to listen to what you have to say. The camera lens = your friend's eyes. Ultimately, you'll want to just appreciate and enjoy the camera lens, but imagining your friend's face is the next best thing.

5) Think your call to action

What do you want the viewer to do? Click, buy, watch? Decide on the action you want them to take after they've watched the video, and then burn it into your mind. This is a technique actors use all the time—while you're saying your lines, you can visualize what you want the other person to do. The camera is so powerful, it can read your thoughts, and if you have a clear intention and action for the viewer, it will come through.