



SpeakerNet News

P R E S E N T S

Hollywood On-Camera Secrets to Creating Blockbuster Videos

A teleseminar with Barbara Niven


Interviewed by Rebecca Morgan, CSP, CMC

Contents of this report:

- Synopsis of the teleseminar from the SpeakerNet News website, with an overview of the program contents and background information for Barbara Niven.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.

SpeakerNet News

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Hollywood On-Camera Secrets to Creating Blockbuster Videos with Barbara Niven

Millions of new videos appear on the Internet every day. If you're not already using it, your competitors are. Video lets you connect heart-to-heart with your viewers, and brands you as the celebrity expert and go-to authority in your field.



But image is everything, so bad video is worse than no video at all. If you don't understand how to best appear on camera, viewers will disappear within seconds. Apply Barbara's techniques and your viewers will watch whatever you produce — and send the link to their networks.

Barbara has been a successful Hollywood actress for over 25 years. She shares her techniques and secrets so you can create dynamic videos that build your business. If you're camera shy, don't worry, she shares how to have fun and play, which is the magic energy that travels straight through the camera from your heart to your viewer's.

You will learn:

- What to say in your videos, and the vital questions you need to ask yourself before you shoot each one
- Barbara's #1 secret — it's the magic secret sauce that brings you \$\$\$\$!
- Tricks to sharing your passion and excitement heart-to-heart with your viewer
- Easy on-camera and production secrets to make your videos stand out from your competitors'
- How to handle your nerves and turn them into fuel
- Tips on makeup, lighting and wardrobe so you can make great videos on your own

About Our Expert:

Barbara Niven is definitely living her dreams! She's one of Hollywood's busiest actresses, and is also a motivational speaker and coach.

She didn't start an acting career until she was almost thirty years old, putting her own dreams on hold while she became a wife and mother in Portland, Oregon. One day she received something in the mail from her upcoming high school reunion that asked, "Have you achieved what you thought you would in your life so far?" She says it hit her like a ton of bricks that she was only living everybody else's idea of who she should be. She decided she didn't want to wind up wondering what if at the end of her life, so despite hearing that it was impossible, she talked her way into a news internship at Portland's NBC affiliate and sold her first story to network. Then she discovered her real passion,

acting, and has been making a living at it, against all odds, for over twenty years. She served for three years on the national board of directors for the Screen Actors Guild.

She says she's living proof that anyone can make his or her dreams come true, at any age. "Every moment you have a choice ... to move toward your dream or away from it. Don't settle for less than wonderful in your life — and don't give up five minutes before the miracle!"

www.ShowBusiness101.com

SpeakerNet News Teleseminar
**“Hollywood On-Camera Secrets
to Creating Blockbuster Videos”**
With Barbara Niven
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: Let me introduce our guest expert today, Barbara Niven. Barbara is both a busy professional actress as well as a professional speaker. She’s had numerous TV and film roles including *NCIS*, *Las Vegas*, *Cold Case*, *ER*, and the TV movie *The Rat Pack* where she played Marilyn Monroe. We’ve invited her to share on-camera techniques that we can apply to our videos.

Barbara, thank you for being with us again.

BARBARA: Oh, thank you so much! This is something that I’m really excited to share because I love sharing some of the secrets that I’ve gotten over my 25-year career. They are easy things that everybody can use to make their own business better. I think that everybody now needs to put a little show business into their business to start standing out from the pack and start branding yourself as a star and go-to expert and authority in your field.

REBECCA: Excellent.

I know that we are going to cover both what we can do when we’re doing a studio shoot—whether that’s in our own office or that of a videographer—as well as tips of making a live presentation video more effective. Let’s start with some of the general concepts of what we need to ask ourselves before we shoot any video.

BARBARA: I have a studio here in L.A. I’m going to take you through what I tell my clients. I think that nowadays we need to have a mix of three different kinds of videos. They’re things that are really easy for you to implement.

I think you need to have professionally shot videos on your website. Bad video is really worse than no video at all, but you need to be using video. It's a personal connection that is going to connect you with your audience.

Nowadays we all have great websites. The thing that's going to make you stand out is when people come to your website and check you out, and they see you not just imparting information, but really connecting heart-to-heart with your viewer. That's what the smart people are doing. You who are listening are really smart to be thinking about this to start using it.

I want you to get your own flip cam. Kodak just came out with a new one. It's called the Kodak Z-18. What's great about this is it has the USB port that flips out that you plug right into your computer and you upload your video. It has easy editing software right in it. Kodak added a recording microphone audio input port so that you can wear a lavalier microphone on your lapel and get clean audio. That is so important because when you are getting a testimonial at a big event, all the background noise is going to be just as big as you are in the old flip cam. You want to really cut through that and make your audio really good because audio is hugely important in videos.

REBECCA: By the time some people listen to this there may be a new camera out there.

BARBARA: There sure may be.

I want people to start playing with a webcam. You might have it if you have a laptop. Most of them have them built in your laptop screen nowadays. If you don't, get a good one.

I've used Logitech's different versions over the years and they're great. They have something that most of the laptops don't have which is that you can focus. You can

zoom in. They have a thing that you can follow your face with. They're moderately priced, too.

The thing to do nowadays is to start thinking not just imparting information—written word anymore—but start thinking what you want to tell people so that you can connect with your heart to share your message and your service. That way when you have videos they can go viral and you're going to reach people that you never would have otherwise.

REBECCA: Barbara, let's talk about this "coming from the heart" issue because some of our listeners are hard core business speakers. They talk about negotiation or sales.

BARBARA: I'm sure they still have a heart, Rebecca.

REBECCA: Of course. But they may not think that they're coming from the heart. That's where I was going. Help us understand how we can communicate even if we're in a hard, bottom-line topic area.

BARBARA: Let me take you on the set of a video shoot. You're going to be doing it in your office or on a video blog or whatever. Or even if you're public speaking, usually people get a little freaked out if they're in front of a group or in front of a camera thinking, "I have to be perfect. I have to deliver all this information." That's coming from your head. I want you to trust what you know and get excited about the emotion and the passion of whatever service or product you have, and that's what I want you to come from. I don't know if you've listened to one of the other seminars that I gave with Rebecca, but do you remember that we talked about the "moment before," Rebecca?

REBECCA: Yes.