



Episode 12: How to Squash The Video Jitters!

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Hey everybody. Welcome to Episode #12 of my podcast where I am going to help you shake off those annoying, pesky little jitters that you get when you're doing YouTube videos.

Some of you haven't even done video because you're so, so afraid and video is such an important part of internet marketing if you're going to do YouTube videos or maybe you're going to do courses like I've been doing now.

You've also probably heard that Facebook now favors direct uploads to their site over embeds like with YouTube, so what some people are doing is they are uploading short sound bites of them introducing their video content, and then they link to the content in that post, because Facebook is going to actually show more of that content to your fans because Facebook really wants to encourage people to upload video directly, so I see a lot of marketers get really creative with Facebook videos. It's not something I've gotten

into yet but I definitely plan on testing it sometime soon.

Now just to give you guys a quick story about me, I was very nervous about getting on YouTube back in 2007. I was a very sensitive child. Every kid is teased about something or other, right? I was teased, my thing was I'm very thin and when you're naturally thin, it doesn't necessarily look that bad when you're an adult because you get curves in certain places, but when I was a kid I was that awkward, skinny and I heard all about it from kids. You know how some kids can just brush things off? I was that kid that soaked everything in and it really affected me, and I didn't really realize until I was older how much it still affected me in certain areas of my life.

When I look back at the hesitation that I had about doing video, I subconsciously was going back to that place of teasing because I had seen how rude and mean people could be on YouTube, and I was like "Oh what are they going to say, they're not going to like how I talk, blah, blah" so all that pain and junk just starts coming back at you.

So yeah, I may have looked comfortable back in the day or still look comfortable, but let me tell you, I had to really mentally prepare myself to get on camera in front of a bunch of different strangers. So in this podcast, I'm going to be talking about some things that are going to help you feel more comfortable and a lot of these tips have worked really well for me.

Here's the first tip, and I'm going to warn you it's going to sound a little crazy, but it really did help me. Practice your videos when you're by yourself. You could be in the shower and I do this a lot you guys, you could be in the car – I know what you're thinking, people are going to think I'm talking to myself, I'm going to look nuts but look, in the age of Bluetooth, people don't know if you're on a

phone conversation, they won't really know.

The reason why this helps is that it gives you practice with being conversational but you're not staring at a camera, because sometimes when you're staring at the camera, you get nervous and you think "Oh my gosh, the camera's looking back at me. It's recording, I look ridiculous" and then you start to get nervous. But if you practice when you're doing everyday things like you're in the shower or you're driving your car, you can practice being more natural like you're talking to a friend.

I will admit a lot of my videos are cold turkey, meaning I just sit down and start talking without any type of prep, but the disadvantage to doing that sometimes is, when I watch it back I'll think, dang it I wish I had said this or that. But if I warm up and practice the video or what I'm going to say before I do the video, what will happen is I'll get an idea and I'll say, oh that's something I want to mention, and I'll write down something so I don't forget it.

This next tip works really well when you're doing public speaking. That's not something I do a lot of because honestly I don't really like it, but I do do it from time to time. I force myself to do it because I think it's very healthy to do things that scare you. It's always good to get outside of your comfort zone, so this tip is really best for that but it can also translate to YouTube, and I'll explain how in a sec.

Admit that you're nervous. I'm telling you, there's this whole psychology behind when you're struggling with something and then you are honest about it, you're authentic about it. It just helps you relax, because here's what's happening. A lot of times when you're on video, what makes you nervous is you're trying so hard to pretend that you're not nervous, that you actually get even more

nervous and you start thinking, “Oh my gosh I sound ridiculous. I bet these people can see how nervous I am,” and that just builds up those nerves even more. But when you admit that you’re nervous and when you’re doing public speaking, what happens is you can relax because you’re not trying to pretend anymore that you’re not, and the audience kind of looks at you with a warm smile or a nod like, yeah I get you, I understand, and it just makes you feel better.

Now how do you translate that to YouTube? Obviously you don’t want to start every video with, “Hey guys, what’s up? I’m nervous.” No, that would get old by the third video, but I know the story with a lot of you. Some of you are just afraid to do that very first video and once you do that first video, it gets better after that. You could start off by saying “Hey, my name is John Smith. Welcome to my channel. I’ve been wanting to do videos for some time now, but I’ve got to admit, my nerves got the best of me but you know what, I’m going to tackle this thing and it’s going to be just fine.” There’s something about admitting that you’re nervous.

Have you ever been to an event where there’s a speaker on stage and he calls somebody up out of the audience? Maybe it’s an impromptu call and the person is not expecting to have to speak. That has got to be the worst. That’s never happened to me but I can imagine how that must feel if you don’t like public speaking. Have you ever noticed that when the person gets on stage, they often say, “You have to forgive me, I’m not the best public speaker” or “I don’t really like public speaking” or whatever, and then they go on and speak and they end up speaking just fine and you forget that they’re not supposedly good at public speaking.

I’m serious, there’s really something about admitting to your audience that you’re nervous, that will relax you. When you stop fighting against what is, meaning if you stop trying to pretend

you're not nervous and you just admit it, it will definitely help you calm down.

Here's my third tip. Don't try to be perfect. No video is going to be perfect, you're going to have mistakes here and there and I think you should leave some of the smaller mistakes in because it makes it seem more natural. I've actually done this before. What you can do is put up a caption that makes fun of what you just said, like one time I said something really strange and I put a caption up that said 'Did I just say that?' You know, have fun with it.

But if you make a mistake and it's really, really big, remember this is video. It's recorded, you can edit it out. No big deal, and if you say something that sounds really crazy, just make fun of yourself. Pat Flynn recently did this on one of his SPI.tv videos. He was trying to say at the end of the video that he couldn't wait to read people's comments, but instead he said "I can't read." Now he could have edited that out. He could have had Caleb, his videographer, just delete it and no one would have known, but he sort of made fun of himself and it made him seem more relatable, it made the video more fun and I guarantee, it relaxed him too because look, we're all human. We all make mistakes and people will appreciate that you're a lot like them. So remember that, you don't have to be perfect. Video editing software is your best friend, and don't be afraid to make a joke.

All right, the next tip. Please don't use a script. I've seen this go over so poorly with videos, because when you're reading from a script it sounds like you're reading and it becomes very, very distracting. I actually think that that can make you even more nervous, so here's what I suggest. Make an outline instead and just have your key points on that outline. When you know your material, you don't need a script. You can just talk off the cuff because you

know what you're talking about.

Now, I can see if you're doing a video on something you're not that familiar with, but usually and hopefully if you're doing YouTube videos, these are on topics that you already know. So, just make your outline and write down your key points and expand on each point. There is nothing worse than watching a video where somebody is talking like this and there is no voice inflection.

Now here's the exception to that. Some people can memorize a script or read from a script, and they can pull it off and make it sound very natural. If you're that person, then go ahead. Maybe you have to practice it several times, that's fine. But I think for most people, it's much better to have an outline with the key points in front of you, and then just go from there.

People always ask me if I have an outline in front of me. I would say, on about 40%, maybe 30% of my videos I do. The majority of my videos, I'm pretty much just talking off the cuff. But if it's a video where I have a lot to cover and I don't want to miss something, then yes I will have an outline in front of me. I always put the paper right below the camera. You don't want to make it obvious, you don't want to have to look 4 feet over to the right or the left because that's going to be distracting and it looks a little weird. But if you keep it right below your camera, you can just glance down and you're good to go.

Here's another tip. Record yourself at least three times before you do your video, and this is really good if you're doing your very first video. I don't think you need to do this once you get comfortable, but for those of you who are extremely scared of this process and you don't think you sound good or look right or whatever, record yourself and then watch it back. I guarantee that you're going to

notice with each take, you're going to get better and better and better.

What that does is it gives you the confidence and it reminds you, you know what? I can do this and I noticed that each time I did it, I got better. You can jot down some things that you notice that you do that you may want to get rid of, for example if you say 'um' a lot or if there's some things that can be distracting that you do, you can make note of that and then do another take. But I'm telling you, the more you do it, the better you're going to get.

Here's my last tip of the podcast. Seriously, most people are not going to notice the things you notice about yourself. I'm telling you, a lot of that comes from childhood when people said things about you, that grown people don't even really care about or notice. So we pick apart ourselves, especially women, we're really, really hard on ourselves and we need to do better about that. But honestly, your nose, your eyes, your cheeks, whatever, most people aren't going to notice the small things you notice and even if they do, so what? If they get really mean and say something about it, just block them and delete the comment. That's all you have to do.

I've got to say this, I've had a lot of negative things said about me during my YouTube days. Probably the worse would be the n-word or a comment about my race and how people shouldn't listen to me because of my skin color or that I'm lying, all that. But that's been such a small percentage. The majority of the comments have been positive and even if people have thought negative things, they haven't said anything. Most people are going to be supportive and just appreciate that you're putting yourself out there and doing something that they probably wouldn't even have the confidence to do anyway. So don't pick yourself apart like that.

I have a friend who was doing YouTube videos. She showed me her video after she did it and she started pointing out little things that she didn't like, and I've got to say, the majority of the things she pointed out, I didn't even notice. But of course, after I started watching other videos, I noticed them because she brought them to my attention. Just remember, we are our worst critics.

If you're putting out helpful content, funny content, whatever your goal is and you're helping people, you're making them laugh or whatever, that's all people care about at the end of the day.

So my moral of the podcast is, just do one video. I know there's a lot of you out there that are intimidated by video, you're afraid, you're criticizing yourself but I'm telling you, when you do that very first video and you put it out there especially if it's well received, you realize, this really wasn't as bad as I thought it was going to be. The more you do it, the better you're going to get.

Just remember, you don't have to be perfect and if you make a huge mistake, just edit it out. Don't take yourself so seriously, have fun with it and enjoy yourself. Thanks for listening and I'll talk to you guys soon.