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Get Your Story Straight: Review Notes

Choose a Specific Audience

- Thinking of a specific group, and even a specific person to speak to will clarify your message.
- Think of a personal conversation, rather than a public speech.
- Remember never to say anything you wouldn't want broadly known.

Say the Most Important Thing

- The more information you try to communicate, the muddier your message will be.
- Choose only one message to communicate and focus on that message.

Make it Personal

- Share something you feel passionate about, and let that passion show.
- If you don't care, no one else will.

Outline, Don't Script

- Unless you're a professional actor, a script will tend to make you sound stiff and awkward.
- If you have no structure, you'll ramble.
- Use an outline with thought bullets rather than specific phrases/sentences, and then speak naturally and from your heart.

Reinforce Your Message

- Everything about your video -- from the location to the lighting -- sends a message.
- Take control and make decisions that reinforce what you're trying to say.
- Use your location, sound, music, and lighting choices to tell your story, rather than letting them tell another story that isn't a part of your message.