

A thank you to Brandon Smith, who wrote this article for Mashable
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Jared Matthew Weiss had a regular spot on *The Today Show*, a column in *Shape Magazine* and has consulted over 800 clients worldwide on how to reach their potential. He founded [Overture](#), a company that produces short, chic black-and-white videos designed to capture your story and share it with the world. The personal branding expert was kind enough to sit down and share 10 important tips that will help set your personal video apart from others.

How You Look

1. Wear Clothing That Makes You Feel Good About Yourself

Have some fun with your wardrobe and be sure it reflects your personality. Choose comfortable clothing that showcases the real “you.” To make a slightly more formal statement, a suit and tie or blouse and skirt is perfect. Keep jewelry to a minimum. Feeling good about yourself is key. And it will show. Stay away from black or white or neon colors because the light bounces off them or in the case of black, you’ll look like disembodied head if filmed against a black background.

2. Mom Was Right: Sit Up Straight

The camera exaggerates everything because there is nothing to distract the viewer. If your posture is poor, viewers will think you’ve checked out and lost interest. Your body should convey your energy and intelligence.

3. Watch Your Body Language — Everyone Else Will

Find a good place for your hands so they aren’t distracting to viewers. More than likely, your hands will not be in the frame, but keep them still so your shoulders aren’t moving too much.

4. Smile With Your Eyes

A warm and genuine smile does wonders for coming across as sincere and confident. But flashing those pearly whites is only part of the key to smiling. The eyes can dictate whether a smile is real or forced. In this case, crow’s feet can be a good thing.

How You Sound

5. Use Your Natural Voice.

While some of us admit to practicing our news anchor voices, leave that “Good evening, Mr. and Mrs. America” voice at home. Be yourself and speak to the camera like it was your best friend. Not only is it more natural, but it’s what people expect. You want your video to reflect who you are, not Brian Williams.

6. It's How You Say It

You know what you're talking about. So focus on how you deliver the goods. Pacing matters. If you rush through your spiel, you throw away your credibility. The message you deliver is: what I'm saying doesn't really matter. Your choice of words is also key. Simple and clear beats a multisyllabic mouthful any day. Enunciate and avoid slang at all costs.

How To Prepare

7. Look At The Camera As You Would Your Dog

Don't be afraid of the lens — it won't bite or even lick you. Just look into it with the love you'd give a welcoming pet at the end of the day. Don't look around; darting eyes scream, "I'm nervous and desperately searching for the exit!" Blink naturally; excessive blinking signals a lack of sincerity.

8. Keep It Moist

Dry mouth is the enemy of talking. Get that frog out of your throat with a sip of water. Taking a water break can also be a way to step away from the camera and calm your nerves. And keep your lips moist with something other than your tongue!

9. Chill

Don't go in front of a camera full of nerves and sweaty palms. Do whatever is necessary to help you relax — stretch, do jumping jacks, listen to music, go into the bathroom to talk to yourself. Sit in front of the camera only when you're feeling calm, cool and collected. It will add to your confidence.

10. Breathing Is Good

Not only is it essential for life, but breathing is necessary to be awesome on camera. Take deep breaths before you go live, and continue to breathe easily when the camera's on. If you find yourself breathing or talking too quickly, it's time for a break.

Unless you are portraying a character or alter ego, it's important to be yourself while on camera. This is especially true if you are using the video to market your organization. Allow you and your personality to flourish and embrace the moving frames.