

MISGUIDED

10 Deceptions Live Video Experts are
Wrongly Teaching You and They Don't Even
Realize it



Marty Dickinson

Once you've been doing something so well for so long, you run the risk of losing touch with reality. Understanding and relating to people just getting started or having challenges in the industry you've mastered over 10+ years is particularly difficult for the expert to adjust to.

You see this in your everyday life with celebrities, politicians, CEOs—and yes—even video experts.

My Premise: Video Experts Have Lost Touch with People Just Getting Started with Traditional Video and Live Video—And, They Could Hurt You More than Help.

Here are some examples to back-up my claim:

One expert will tell you to **memorize everything** you do on video. Another will tell you to **memorize nothing** and just be spontaneous and speak off-the-cuff. By suggesting either, both have alienated about 90% of those who are new to video. Memorizing is very difficult for most people. Spontaneously speaking to a camera eye and having anything intelligent come out of one's mouth is even more difficult for the untrained. How do you know which is correct?

One expert will tell you the secret to being confident on video is to **prepare extensively**. Another will tell you the **less you prepare the more authentic** you will seem. What view do you trust?

One expert will tell you to **buy fancy equipment** they recommended before your first video attempt. Another will say that equipment isn't important, but investing **in a new wardrobe** is! In five seconds, they have just ruled out people who are financially challenged from having confidence in getting started with live video. Do you need to spend anything to get started?

If you **don't have a full head of hair** (like me), the first thing you notice about male video experts is how they all have perfect full hair or are completely bald! You begin to think there is no hope for you if you don't want to shave your head or buy a hairpiece! Do people care that much about your hair?

If you're a woman with a fuller or rounder face than the average model, the first thing you'll notice about female video experts is that they ALL appear to be **Size 3**, have long, straight, shining hair as if they walked right out of the beauty salon! You wind up being so concerned about your looks matching up with others you see online that procrastination wins the battle. Will you give in?

And, then there's my favorite: Trying to **prove to people that you're rich** even if you're not. Do I really need to tell you how ridiculous it looks to viewers to pose in front of a private jet you don't have a reservation to fly on, or your dream car (rented for the video shoot), or inside some

vast luxury conference room to make it look like it's just a typical room in your 24,000-square foot house?

Come on. You and I are both smarter than that! It's all just deception.

Avoid Video Gurus Wanting You to Appear as Something You are Not

You might feel I'm a bit overcritical of the live video pioneers you've seen in your Facebook feeds lately. After all, real live video is new to everybody. The experts that seem to have it all together are just **faster thinkers** than most people. Every sentence flowing with ease from their mouth is **said correctly the first time** and we, as viewers, stand by wishing our brains were wired just a bit more like theirs. These people must be **natural speakers**, we rationalize, and the rest of us can only hope to emulate even a small percentage of their competence, right?

No. I disagree with all of that. People have been conducting live video webinars and one-to-many meetings online for almost as long as the 20+ years I've been in the internet business world. The only difference is, back then, peoples' lives and moving faces were not displaying; just PowerPoint screens with live voice. That is one of the early forms of live video that is still popular today.

It was new technological capabilities and apps, like Facebook Live, Periscope and the rapid evolution of the cell phone having a video camera that helped the term "live video" become nearly a household name over just the past year or so.

The people you've been impressed by, those "pioneers" of live video, have been on camera for many years. Again, I believe they have lost touch with those wanting to get started with live video.

Truth Revealed: I am a Victim of My Premise.

After 20 years as a full-time web services provider and web marketer, I realized I had lost touch with people needing help with web design, SEO, online sales, lead generation, and traffic building. I mean, you don't know defeat until you're taken off-track for 25 minutes of a 90-minute presentation to 150 people because half your audience just can't grasp the difference between a Page Title and a Headline! I was ready for a change.

Two years ago, October 26, 2016, on the very day when I started my first business 20 years earlier, I stopped providing web marketing related workshops and web services. But, I wanted to continue sharing what I've learned over the years in the same way as when I wrote my first book, *Winning the Internet Dogfight* (Out of Print) and my first published book, *Web Marketing All-in-One for Dummies* (Wiley).

The only problem was that I wasn't a speedy writer. So, I had to come up with a new system so that I could create a non-fiction book within six weeks—and I did not want to type a word of the

manuscript. Once I figured out the method, I decided to start offering this as a new service. Then, I had to get the word out.

Live Video is MORE than Just a Web Traffic Builder on Steroids!

In August of 2016, I saw the emergence of live video for business experts. It seemed to lag in acceptance in years before. Suddenly, early adopter internet marketers were showing how their large email lists were suddenly becoming larger; their Twitter followers were taking on new followers by the thousands, and their recorded live videos were repeatedly shared on Facebook to announce free webinars with upsell offers. Yes, live video was making money!

There was just one problem. I hated myself on video! For ten years, I had avoided video. I had learned through many years of training in Toastmasters to get comfortable with public speaking and became quite confident on-stage as an educational speaker (rather than a motivational speaker).

I hired videographers a few times to record my speaking gigs, but, after a few thousand dollars of editing expenses, and hours spent in front of the camera to get things just right, nothing but frustration was the result.

I realized live video wasn't just a fad this time. Live video was a money maker and something I finally needed to get involved with! I had to eventually face my reservations about live video and figure out a way to embrace it, enjoy it, and even look forward to it just like Toastmasters had taught me to overcome my fear of public speaking.

Some People Must be Forced Into it!

Yeah, that was me. And, I knew it. I would never embrace live video until I forced myself to DO live video at least once per week for an extended period. I had to put myself into a situation where I couldn't back out. The only thing I could think of was to start a live video practice group of my own to help others. In return, I would improve as well. So, I turned to my opt-in list and clients and asked if anyone wanted to meet once per week in my Live Video meeting room.

We met once per week, every week, for one hour. I created an agenda, and I scheduled participants to assume various roles. Again, giving kudos to Toastmasters, their training helped me learn how to:

- Assemble a weekly event.
- Dedicate my schedule to that weekly event to assure for the group that it happens.
- Lead the group as an organizer, instructional guide, and moderator.
- Mentor presenters based on my skills I've learned.
- Create consecutive goals for participants to work on toward their improvement.
- Build long-term loyalty among the participants in those groups.
- Keep it fun, supportive and positive.

From September 2016 to January 2017, we met in our private, live video virtual room. A few participants gave 5-minute presentations each week while others were taught how to provide supportive critique. We had so much fun at the sessions, and after only a few weeks we all realized we were all improving in our live video presentation skills.

My point: We were not improving because we were watching expert live video presenters or because we were buying their products. We were improving our live video skills because we were DOING live video—in a supportive environment.

No one on the outside saw us performing live video while we were in the skills development phase. One of the strangest recommendations I see from video experts is just to get out there and start creating live videos! Those first few live video presentations can be intimidating for a novice presenter to get through, both professionally and emotionally.

When it came time for us to go outside our private virtual meeting area to deliver our live videos, some of whom were speaking to the public for the first time, we already looked comfortable, confident, and like we knew what we were doing.

Does that make sense?

As much as we all enjoyed the meetings and continued learning, we all went our separate ways in mid-2017 with our newly discovered live video skills.

But, there's more to the discovery that most people are not talking about.

Live Video is a New Communication Device All its Own

My 13-year-old daughter was doing her homework. I was watching the 2017 Baseball World Series Game 1, Houston Astros vs. Los Angeles Dodgers. When a commercial came on, I hit the mute button and heard her talking to someone. When I went to her room, there was a voice coming from her cell phone. It was her friend from school, and they were helping each other with a school project. They were both researching on the internet with their computers and using

Live Video to converse with each other on their phones. No one told them they had to use live video to communicate with each other. Do you get my point? If not, here. I will be blunt:

The Next Generation of Adults will be Using Live Video to Communicate in Every Aspect of their Lives!

If you choose to not engage with live video now, you will just be left behind trying to catch up and make it part of your life later. So, if you don't read anything beyond this point, remember this:

You Need to Do Whatever You Have to Do to Get Past What's Been Stopping You from DOING Live Video as Part of Your Every Day Life and Business Process.

Hopefully, this document and your new connection with me can help meet that challenge.

I did it, and you can do it too.

Unlike every other Tom, Dick, and Harriet claiming to be Live Video experts to get you to opt-in to their sales funnel and eventually buy a product or their private coaching, I do not share that higher-than-thou attitude about myself. I've accumulated a ton of skills since getting started with live video more than a year ago. But, like public speaking, live video presentation is like golf; you can practice your whole life, and there's always room for improvement!

People might call me a live video expert, or one that's appearing among the names of video experts; but, if I am to be labeled anything, I'd instead suggest **I am a process expert**. I have merely figured out how to put the process of learning, practicing, and improving one's live video presentation skills into an easy-to-follow sequence that anyone can learn and do.

The only way you will transition from learning to doing live video is to DO live video—in a supportive environment that provides honest and immediate feedback—where your skills can be developed through a guided sequence.

But, more about that later. Let's complete the aim of this white paper first.

Here are the 10 Deceptions (and Realities) Video Experts have Taught You

As I go through this list of deceptions, you will recognize most of them because they have already been discussed earlier in this document. In the end, I will provide you with a short worksheet to reverse those deceptions that have taken root in your mind and stopped you from pursuing live video. Please print that one-page sheet and take a moment to fill in your responses by hand. It will help you greatly in your getting over the hump of your fear and inaction of producing live video.

Deception #1 of 10: Live Video is Only for Natural Speakers

The Reality: Good speakers are not born. They are *developed*.

Various people in a person's life can develop one into a speaker, such as parents during upbringing, friends along the way, school teachers providing their influence, coaches, mentors, support groups, friends, relatives, and work opportunities.

The only reason someone looks like they are a natural speaker and you do not is that they have had more developmental opportunities in that area throughout his or her life. Any person can learn to present themselves well, and any good speaker can improve no matter how good they think they are.

Deception #2 of 10: Live Video is Only for Fast Thinkers and Talkers

The Reality: Thinking faster and talking faster is like replacing soda in your diet with water. You know it's going to be difficult to accept, but you know how important it is because it works. And, it will get easier the more you continue.

In traditional public speaking, novices are taught to slow down as they typically talk way too fast at the beginning of their speaking improvement journey. In live video, you only must learn to speed up. But, there's a difference. You don't want your speech to be frantic to the point that you sound out of breath. You do not want your speaking pace to get ahead of your thinking, so you become paralyzed by being unsure what to say next. You want your voice to naturally flow at a speed that is captivating to busy video watchers with limited attention spans!

This heightened thinking and speaking pace develops over time. You can't just attend someone's two-hour web-based workshop and suddenly have those perfect sentences flowing out of your mouth like the pros. You can't read a book and try to do it expecting immediate results. Your natural live video speaking pace needs to develop over a period of a few months, and you will need to be reminded of your improvement and encouragement along the way.

Deception #3 of 10: Live Video is Only for The Beautiful People

The Reality: You are your own worst critic, and I'll bet you look better than you think you do.

One of our new participants had avoided video for years because of the way she felt she looked on camera. Now in her early 50's, that fear was heightened. I met her at a coffee shop to talk about it. In the end, we created a short live video together in the parking lot. When I got home, I watched the video and was amazed! She looked like she was about 32! When I told her that, I simply made her day.

As you engage with live video, you will develop a look over time that will complement the branding you want to convey for your business. But, I suspect, if you don't like how you look without all that extra effort, that you are your own worst critic. And, that opinion of yourself is enough to convince you NEVER to get going with live video. That makes me very sad to even think about when there is just no reason for you to hold back.

Get into a group of supportive people wanting to improve their live video communication skills and let THEM tell you how you look...on video. Everyone has a beautiful side to them just waiting to be brought out on video. That's been my experience over the past year anyway.

Deception #4 of 10: Live Video is Only for the Technically Savvy

The Reality: True live video requires less technical capability than managing your Facebook account.

If a procedure involves clicking a mouse on a screen, some people feel that's "too techy" for their ability. I get it. Trust me. I am no technical computer hack or video geek monster! When it comes to technology, I have to be taught every step by someone hovering over my shoulder, or I screw it up—and usually break something! There are ten types of live video. Four of those 10 are no more difficult than logging into Facebook or checking your email. The very definition of "live video" means no post-production or editing is involved. It's live!

Don't let your fear of technology stop you from embracing the hottest new communication tool since the cell phone was invented! You will learn technology in small steps for more complex forms of live video as your skills improve and your desires for supplying higher valued content expands. Stick with the easy stuff at first and focus on your content and delivery quality rather than letting technology fears stand in your way.

Deception #5 of 10: Live Video Has No Rules

The Reality: If you have no rules, you will soon have no audience either.

You've seen the live videos where people have gone rogue with their presentation style and content format. Many viewers overlook such inefficiencies and appreciate the *just rolled out of*

bed look and random thoughts of unpreparedness. But, none of my clients are like that. They expect professionalism from me, organized thinking, and respectful use of their time. I suspect your clients are like that too. Candidness and casualness are fine until your target audience starts checking their email and clicking away from your live videos. When that happens, you need to employ rules or some or all of what I call **52 Live Video Best Practices**.

Presenting all our Best Practices here is a bit beyond the scope of this document. And, they are integrated into my group's curriculum of presentation goals. So, it would be a bit confusing just to provide a list. There are ten distinct types of live video. Each has its own set of Best Practices to adhere to for best results.

I don't want to leave you hanging either. And, I want to keep on the track with how the video experts have lost touch with those wishing to get started in live video. So, let's use a couple of examples.

Live Video Best Practice #1 of 52: Look at the lens - When you hear a video guru recommend that you "should always look at the camera," they're on the right track. But you have to be very specific to a first-timer live video presenter. You have to instruct them to find the actual lens on their camera, iPhone, iPad, or computer cam, and look directly at the *lens* when you present. When they're not looking at the lens when they should be, you need to interrupt their presentation and say, "Look at the lens!" until it's ingrained in their mind.

If you're in a live meeting with multiple faces on the screen, sure, it's lovely to look at the person talking to as they are presenting or asking a question. But, when you start talking, get back to looking at that lens as much as you can.

Live Video Best Practice #2 of 52: Avoid being a nostrildomus! – This is a term I came up with so that my participants always remember their camera positioning. I bet that more than 70% of the live videos you've watched feature a speaker with their laptop, camera, or cell phone positioned well below their eye level with the device pointing upward. What do you see? NOSTRILS! Their background is the ceiling of their home or the blue sky. How distracting! Always position the camera eye 1-2" above your eye level for successful live video.

Live Video Best Practice #6 of 52: Avoid excessive blinking – Watch a news channel on your television sometime, press the mute button, so you're not distracted by the sound, and count how many times the newscaster or guest blinks in one minute. You will be amazed! And, you'll be forever annoyed by anyone who blinks excessively. Don't be one of them. Be a better presenter than even the pros on television!

These are just three of the many Best Practices we developed during our weekly events. You can organize your group and events and come up with your own Best Practices over time. You just have to ask yourself if you actually WILL start the group and get it going or not.

The only way to get to the point where you don't have to think about Best Practices when you're presenting is to practice them over an extended period and have a supportive group of people watch for those traits and tell you when you make positive progress and stay on you when you don't.

Deception #6 of 10: Live Video Requires No Time

The Reality: Live video takes five times the amount of time you expect it will take (to do it well) and requires less and less time the more often you do it.

You see it every day. You're looking at your Facebook feed and see the announcement, "*Joe Joe is now live!*" The beginning live video practitioner only sees the broadcast. Most do not consider the preparation. Of course, if you have a guest you're interviewing, preparing questions and an intro and outro is more universally expected. But, if you see someone standing by a pond and he or she just starts talking, well, what preparation was involved there? The answer to that could be anywhere from zero to days.

Video experts try to make their live videos look like no prep time was involved. Why? Because they want you to buy their how-to products or membership, of course. Who is going to buy something that seems hard and sucks up time no one has available to being with? They have to make it look easy and as if no time was spent. Possibly, for that video expert, very little time was spent. But, if you were to try to do the same exact live video, it could take you several hours of preparation to figure out how to present what they did in minutes.

Live video does take time. But, you can reduce the time you spend if you work through a proven sequence of steps to improving your live video skills—focusing on just a few specific skills each week—and practice those skills in a private and supportive live video environment.

If you own or manage a business, you must spend time on marketing. It's just a proven fact. You will either DIY (do it yourself), partner with someone, or pay someone to do the marketing for you. Live video is no different. It is a part of marketing, so it will take some investment of time for you to get started and get good at it. Stop allowing the "will take too much time I don't have" excuse and begin including live video into your life and business as the new, exciting and profitable communication device that it is.

Deception #7 of 10: Live Video Requires Spending Hundreds of Dollars for Equipment

The Reality: If you have a cell phone with a video recorder and connection to the internet, you have all you need to get started with live video.

This could be the most deceptive subliminal message the video experts have been teaching over the past ten years or more. Some will blatantly tell you to “Go buy” a specific camera, a certain microphone, or particular video editing software. Others don’t tell you outright, but whenever they’re on camera, you see their expensive studio suspended microphone and studio setup. Without telling you directly, you can almost hear them saying to you, “You claim you want to get into video? Here, go buy this list of tangible items, get them all connected and configured, install the software, buy the lights, and you’re just minutes away from churning out that multi-million-dollar video!”

Wanting to invest in improving your videos will be a natural progression as you expand your skills and confidence. Of course, you will want to buy a tripod, a start/stop clicker, and maybe a microphone for the outdoors. But, none of these items is mandatory for your first few videos. Don’t fall to the pressure of established video experts with unending hardware purchase budgets. Start with the equipment you already have. Just get started!

Deception #8 of 10: You Must Show Your Audience You’re Rich...Even if You’re Not

The Reality: Going overboard can hurt you.

The late great internet marketer, Cory Rudl, had a famous saying. He said, “Never pay a guy for marketing help who drives a Gremlin.” I understand the meaning. You should never pay someone who’s [broke] to teach you how to [make money]. The contents of those two brackets could be replaced with any adverse outcome and any false hope for any industry.

The problem is that live video allows anyone to display themselves as the next Warren Buffet of their niche. Stand beside any luxury item and your audience can easily get lured into the “I want that too!” mentality. People wind up connecting with you and buying your products because of the images you provide rather than the actionable items you offer them.

The result is unhappy customers that don’t even come close to reaching their expectations. And, that will come back to haunt you in higher requests for refunds, negative published reviews, and your name appearing on hate sites!

I admittedly do not do many things well. I would starve as a cold caller and merely despise manual labor. But, I am good at getting people to trust me within just a few minutes of meeting me for the first time. The only real reason I can think of as to why that’s true is that I genuinely

do care about people improving. Living in a skeptical world, true trustworthiness is a rare trait to find in a person these days. How quickly that trust would be eroded if I was to lead people astray by trying to prove I'm something I'm not. I hope that you are that type of person too. If you provide a service of any kind, life is much more enjoyable when you are genuine and take a real interest in the people you are serving.

Use interesting backdrops. Stand in front of a building or a nature-filled setting. Display your business office if you have one. But, by all means, do not attempt to trick your viewers into believing you're more established than you are. It will always backfire on you eventually.

Deception #9 of 10: Video Success Happens Immediately or Never

The Reality: No one strikes gold on their first squat.

If gold miners panning for gold dipped their pan in the mud for the very first time and came up empty, and quit the gold business forever because of it, the Wild West might have never become populated! Well, alright, maybe I shouldn't go to that extreme. But, if you give up on live video because no one sees your first few live videos, or you don't get a flood of prospective customers throwing their credit cards at you after the first time, there will undoubtedly be opportunities you will miss out on in the future!

Everyone wants a silver bullet. You know what that is: A magical solution that requires no work, costs nothing, and gets the task completed correctly in record time...the first time. This is precisely the type of misguidance video experts are emanating with every live video they deliver. And, they don't even realize it. Well, some do...and that's their *hook* to get you to buy their how-to product; so that you too can be perfect starting with your first live video.

People new to live video sometimes take the approach to producing live video as a one-time trial event. For example, you might say to yourself, "Okay, FINE! I'll give this Facebook Live thing a shot and do a 10-minute live video. If no one watches it or calls me for a quote, I'm done with live video, but at least I gave it a shot!"

I know a lot of big names in the internet marketing world. We essentially grew up together when the web was in its infancy in the mid-1990's. I can't think of any marketer in my circle of friends that would suggest to someone that any step, method, strategy, or plan should be expected to work to your expectation the very first time around. All success with anything related to marketing takes testing, monitoring results, tweaking, re-testing, watching results and retrying again.

Why should live video be thought of any differently? Live video will require your development, testing, and stamina over the long-term just like any other marketing technique. Just plan now to

make live video part of your life. It's easier that way. You won't be so dependent on quick results with little to no work, and you will look forward to improving your skills (and outcomes) over time.

Deception #10 of 10: Improving Your Live Video Skills Only Happens if You Buy How-to Products from the Video Experts

The Reality: Buy the products to get ideas but know that your skills will only improve when you DO live video often and consistently over time.

I am quick to endorse the purchase of video production products available on the market today. Buy (and use) all you can afford in instructional materials for live video! You will probably learn at least one action step in any purchased training that will either save you money or make more of it.

Just know right now that products will not put that thumb in the back you need to DO live video. They'll provide you with ideas and techniques to try and mistakes to avoid. But, the actual action part will be up to you. For most people, that transition from learning to doing can be delayed for weeks or even months.

My live video skills improvement program is not a replacement for anyone's live video educational course. In fact, if you were to form a practice group on your own or attend one of mine, I would completely support you in wanting to practice specific strategies and techniques you've learned in the how-to courses and products you bought.

Now Let's Recalibrate Your Beliefs About *Your* Ability to Produce Live Video Now

If you haven't figured it out already, I'm not much in favor of just educating people on topics and then letting them go off on their own to fall short of taking immediate action. If you don't act right now while you are still thinking about the topic of live video, you may never come back to address the issue.

So, let's get to work! Now that you understand the ten deceptions live video experts are providing, you need to reverse those beliefs about YOU. Stop beating yourself up and start to see that you are more than ready to get started with live video.

Here are the steps I'd like you to take right now to begin moving beyond your fear of live video and into discovering how live video might help your business...and even, potentially, change your life!

1. Print the Live Video Skills Discovery Worksheet below.
2. Read all the questions before completing any of them.
3. Start at the top and add a brief one-liner answer or phrase to each question.
4. Apply your answers to the Definiteness of Purpose Statement Formula.
5. Be sure to DO the suggestion contained inside the Definiteness of Purpose Statement Formula once you have completed the answers.

What you write in the worksheet and Definiteness of Purpose Statement is confidential information only to you and whoever you decide to share it with. So, be honest with yourself.

Live Video Skills Discovery Worksheet

Speaking: What is the one (1) thing audience members have said most consistently in the past that they like about your public speaking? If you have no public speaking experience, ask a few friends or relatives what they love about how you speak to them when you are in a simple conversation. Pick the one (1) favorable trait that keeps coming up repeatedly and add it here.

Thinking: If you and I were to meet in a coffee shop, and I was to ask one question that would allow you to spew everything you know about that topic for 5 hours straight, without me ever contributing the conversation, what would that topic be? Write the topic in the space below.

Attracting: What are three things people have commented they like about how you look?

Adapting: Get into your car and turn the key. Pay notice to how you feel when the car starts. Write those feelings in the box below.

Enforcing: What is that one rule, in business or life, that you will not cross the line and break? Why is it so crucial for you to stick with that rule?

Investing: Calculate the value of your time. Divide the amount of money you want to make per year by 2920 (the number of hours/year in 8-hour days). For example: $\$250,000 / 2920 = \$86/\text{hr}$.

Enabling: List the equipment you have for live video as you have it already

Projecting: What location best describes your personality? For example, for me, it would be a baseball or softball field because I love baseball and softball and have head coached both and there are many ways baseball can be compared to life and pursuit of success.

Persevering: What was something new you tried, worked at it for a period, and got good at? Describe how that made you feel when you realized you were finally good at it.

Experiencing: Consider an activity you read that turned out to be pleasantly different than you expected when you did the activity on your own. How did you feel after the experience?

Now go to the next page so that you can complete the final exercise using the answers you just provided.

Live Video Definiteness of Purpose Statement

Napoleon Hill, author of the bestseller, *Think and Grow Rich*, teaches us to create a Definiteness of Purpose Statement when wanting to get something or reach a goal. Adapted from one of my books, *Lions Always Win: How to Spot What You Want...and Get it Too*, here is a Definiteness of Purpose Statement builder for you to use for your live video efforts.

For best results, hand-write the entire four paragraphs below on a piece of paper while inserting the answers from the Live Video Skills Discovery Worksheet into the bracketed spaces below. You may have to massage your answers just a bit to produce complete sentences. Once you have your statement finished, read it out loud with passion and conviction before you go to bed each night and when you wake up in the morning. You will soon find your confidence in your live video skills to be bursting with vision and ideas, and you will be more inspired than ever to build live video into your life and business!

I am reading this statement out loud with complete passion and conviction as I am already enjoying every video opportunity to educate my target audience about [Answer from "Thinking" question]. I already know they enjoy my [Answer from "Speaking"] and [Answer from "Attracting"] especially when I use [Answer from "Projecting"] for my on-location videos.

I am enjoying the feeling of [Answer to "Adapting"] and am grateful for the efficiency live video [Answer to "Enabling"] technology provides and am already experiencing [Answer to "Experiencing"] while my live video skills improve rapidly.

Yesterday's challenges, such as, fear of live video and procrastination are already being overcome today by [Answer to "Persevering"] while maintaining my ethical standards [Answer to "Enforcing"]. Every hour I spend on live video is already building in value to be worth well past my minimum hourly income standard of [Answer to "Investing"].

My mind is completely closed to all negative and discouraging influences, including negative suggestions from relatives and friends as I welcome and embrace live video into becoming a primary form of communication in my business and life.

The Real Secret to Improving Your Live Video Presentation Skills—Without the Deception

As we near the end of this free document, I hope that you now support my original premise that video experts have lost touch with the very people they're trying to inspire to get started with live video. They've been performing on video and engaging with live video and all the tools and techy items for so long that they have lost sight of what has held you back from fully embracing this new communication vehicle. Hopefully, I have recalibrated your reality so that you do not continue to subscribe to the deceptions being provided by the so-called video experts.

My other hope is that you now understand that the only real way to get past your fear of live video (if you are afraid), to improve your live video presentation skills (if they are lacking), and to get to the point of live video benefitting you or your business in some way (money, presence, connection), is to DO live video.

And remember, when you get good at creating recorded video and live video, that's when you can set goals to make all your effort worth your investment of time and money.

Here is the problem for non-speakers: If you are like 90% of the world population, public speaking probably already makes you nervous. Maybe you dread the idea of public speaking and run from it every chance you get. Convincing you to speak to the public through live video, to an audience you can or cannot see (depending on which of the ten types of live video you are working with), is like adding another 20 pounds of fear to the heavy potato bag you're carrying around every day.

Here is the problem for advanced speakers: If you are already an experienced speaker, you have a different dilemma. You are afraid of pushing an imperfect presentation out to the world, thereby allowing people, your clients, your relatives, and even meeting and event planners to see your mistakes. The thought of publishing a live video, in surroundings where not all elements can be controlled, just makes you nauseous.

If you fall into either of those categories mentioned above, pushing the "Live" button on your own without prompting (that thumb in the back), guidance, and encouragement carries 100 to 1 odds that it will NEVER happen.

After your first attempt doesn't turn out the way you had hoped, the odds of you overlooking the ragged edges and pressing on reduces with every day that passes without another video completion.

To benefit from recorded video and live video, you must find a way overcome the temptation to disengage from the opportunity entirely.

Join Here Next Year's *Live for Five* Training and Experience Building Program and Gain Confidence in Your Recorded and Live Video Presentation Skills Now!

For one value-packed Live for Five participant enrollment, you will get:

- **Attendance in a one-hour session** in a small group of 5 at the same time every week for five weeks in our password-protected, live video, web-based training room (No traveling required!)
- **Recordings** of each session so you can watch yourself present later. (Add your presentations as blog posts to your website!)
- **One-on-one support by Marty Dickinson** between sessions to help with your presentation development (No additional coaching fees!)
- **Printed curriculum and instructional videos** to support your presentation goals (Learn and grow in a logical sequence!)
- **Promotion of your scheduled live videos** to Here Next Year contacts and social media followers (Traffic!)
- **Cross promotion from other participants** in the program suggesting to their lists and social media followers that they should attend your live video (More Traffic!)
- **Guest presentation opportunities to audiences** supplied by the Here Next Year network (Even MORE Traffic!)
- **Lifetime membership** in the Here Next Year Live for Five Club where you will have access to recorded expert interviews and continued learning (Stay on the forefront of live video!)
- **And, two surprise bonuses** that we will only tell you about if you check out the main Live for Five enrollment page...

Enroll NOW at HereNextYear.com/go