

# ON-CAMERA COACH

TOOLS AND TECHNIQUES  
FOR BUSINESS PROFESSIONALS IN  
A VIDEO-DRIVEN WORLD



**KARIN M. REED**

**WILEY**



# On-Camera Coach

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*Tools and Techniques for Business  
Professionals in a Video-Driven World*

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*For Dad—my favorite writer of all*



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# Preface

For the business executive of today—and surely of tomorrow—being able to communicate through a camera is an essential skill. It's powerful. It's immediate. It's often necessary to reach global audiences.

It's never been easier to leverage video across the corporate landscape to reach both internal and external audiences. Cameras are no longer confined to studios or designated videoconference rooms; they're on our phones, our laptops, and our tablets. A face-to-face meeting with a client on the other side of the world may require only a video chat app and a strong Wi-Fi network.

But speaking to a camera is not like speaking to a roomful of people you can actually see. It requires an entirely different skill set—one most people don't innately possess. This book aims to take the mystery out of communicating through the camera and provide specific tips and techniques that can make your message sing—and you, the messenger, feel confident in a job well done.

If you have comments or questions—or simply want more information on live training, feel free to contact us at [Info@SpeakerDynamics.com](mailto:Info@SpeakerDynamics.com).



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# Acknowledgments

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Finally, to my mom, Peggy, my first and biggest fan—thank you for always thinking my writing has been worthy of a Pulitzer. (Honestly, my seventh grade autobiography wasn't that great, Mom.) Much love.



# On-Camera Coach

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*Tools and Techniques for Business  
Professionals in a Video-Driven World*





SECTION  
**ONE**

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**The Inescapable  
Reality—We  
*All* Have to  
Communicate  
through a Camera**

It used to be unusual to be caught on tape, but today, cameras are everywhere, even in the palms of our hands. We use them to communicate with our family and friends, and more and more often, with our coworkers or customers. The reason for this is that video is immediate, impactful, and increasingly more accessible.

In this section, you will learn how communicating through a camera is becoming an essential business skill and why the barriers to doing it well are considerable. The section is divided into the following two chapters:

- Chapter 1: Why You Need to Read This Book
- Chapter 2: Why the Camera Changes Everything

CHAPTER **1**

# Why You Need to Read This Book