SO YOU'RE GOING TO BE ON CAMERA...

That's awesome! In an ANGRYchair video, being on camera is much less stressful than may think. You'll never need to look down the lens of the camera, all our crackerjack videos are made with the information coming across in an informal chat.

Here are the rules we work by...

1. BE YOU

2. YOU'RE THE EXPERT

3. BE YOU

4. SPEAK IN GENERAL TERMS

1. BE YOU

You're awesome, and well loved by your family, friends, business associates and clients.

SO BE YOU.

Whether you like it or not, the people who watch the video and decided they want to work with you, want to work with YOU!

This covers everything, how you speak, what you wear, how you present yourself, and where we film the interview with you.

We're going to chat about stuff you know intimately while a camera records you, that's all, so just speak the way you normally would.

Wear what you normally would wear on a normal day at work (There are a couple of guidelines that will make the video look better. See the information sheet 'What should I wear?').

We'll film in your natural environment, in your workspace is usually best.

Don't worry if you stuff up! We travel with about 10 hours worth of recording media, so we can do it again and again if we need to (but we won't).
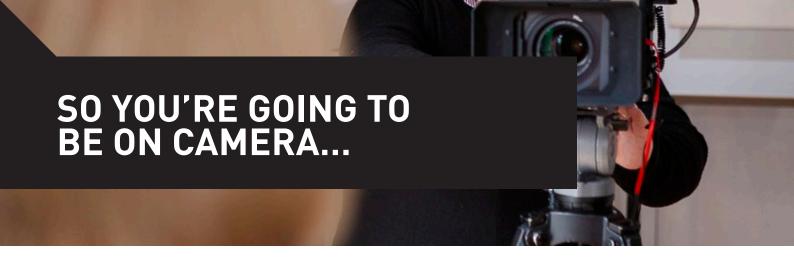
2. YOU'RE THE EXPERT

You know more about the topics the video will cover than loads of people. In fact there is a good chance that you are the world leading expert on the topic. So, we aren't going to ask any questions you don't know the answer to. Which is excellent news for you, because it means you don't need to prepare or practice any scripts.

If you are going to prepare something, then prepare dot points, not paragraphs. If you prepare paragraphs, you'll practice them and it will look like someone in a public speaking competition.

ANGRYCHAIR
www.angrychair.com.au

3. BE YOU

See point one again. It's very important!

4. SPEAK IN GENERAL TERMS

This is just for editing – so really it's just a big favour for us.

Try to avoid phrases like "as I mentioned earlier" or "like I said". When we edit, we are going to select 'grabs' (short phrases or sentences that are the gold from what you've said) we might put them in a different order to the order they were recorded in, and it's a sure bet that most of what we chat about will never make it into the edit. We'll probably chat for between 10 and 15 minutes or maybe longer, and the video will be much shorter than that.

Try to avoid using specific ideas, don't mention specific dates or places, because while "last year our clients Collins Wholesalers in England" will make perfect sense until the end of the calendar year to people who work or have clients in England, or who know what Collins Wholesalers do, it will exclude people who aren't in the loop. The same idea could be presented by speaking in general terms, "Recently one of our larger international clients" makes everyone feel good, and will make people in New Zealand feel like it could be them.

If you can remember (this is the trickiest one, and if you forget we'll remind you) we edit out all of our questions, so if you can include the idea of our question in your answer, that would rock. So if we ask "How long have you been working in the field?" it's really hard for us to use "6 years, and in that time ..." its much easier for us to use "We've been working in the field for a bit over 6 years and in that time ..."

SHOULD I BE PRACTISING ANSWERS?

No. This is a terrible idea.

We aren't going to ask you any questions that you won't know the answers to, so relax, you already know the answers and you're going to present best if your answers are unrehearsed and conversational. The shoot is nothing like a speech or public address, and much more like a chat. The things we'll cover will be all things that you're already well versed in, and our job is to make you look good. So you can relax.

JUST A HEADS UP...

We might ask the same question a couple of times, sometimes we need you to do it again for us for technical reasons, we apologise in advance, but we do it to make you look as awesome as possible.

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