

EMBODIED SPEAKING
RAISE YOUR GAME – MULTIPLY YOUR IMPACT

29 Top Tips **on Embodiment, Stagecraft** **and How to Share Your** **Message to Camera**

*Simple and Powerful Tips to Raise
Your Public Speaking Game, Multiply
Your Impact & Share Your Message
With the World*

Christian Pankhurst & Daniel Wagner

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Our 29 Top Tips to Instantly Raise Your Public Speaking Game and Multiply Your Impact Sharing Your Message with the World

Thank you for requesting your free training and top tips on raising your public speaking game and multiply your impact sharing your message with the world.

This report is part of an immersive 90-day training experience.

Every single tip has an accompanying video expanding on the written tip of this report and if you have signed up for the free training at <http://heartiq.org/es-training> you'll receive an email every three days for every single tip of the series with a link to the corresponding video.

We also recorded and give you access to a 50 minute Embodied Speaking Masterclass which includes a powerful live demo.

Who are we?

We are Christian Pankhurst and Daniel Wagner, authors of this report and the free 90-day training. We are coaches and mentors who not only have experience in teaching the skills of embodiment and speaking, but have also spent over twenty years of our professional lives in the trenches honing our own skills and craft of presenting from stage and to camera.

Together we are also facilitating the 8 Week Coaching and Mentoring Program on Embodied Speaking multiple times a year that includes and culminates in a week long retreat at New Eden, an intimate venue in nature with high tech equipment for recording videos on stage and direct to camera.

This short report summarises some of the top tips that you can use and implement to instantly raise your public speaking game and multiply your impact sharing your message with the world.

What actually is Embodied Speaking?

Embodied Speaking is a combination of **stage craft, public speaking skills** and **embodiment training** that will allow you to come across confidently, relaxed and deeply connected to your heart while delivering impactful messages that engage with and touch your audience.

- It is the gift to **speak freely** and in a **deeply engaging way** without scripts or rigid structures.
- An Embodied Speaker can **share any message to any size audience** from a **relaxed and connected place**.
- Unlike most speaking trainings that create performers, Embodied Speaking focuses on the **authentic sharing of your message**.

We believe that the skill of Embodied Speaking is a necessary evolution for you as a presenter, public speaker or trainer to adapt to the increasing sensitivity of audiences worldwide to manipulation and hype.

We recommend you print this pdf and watch the free 50 minute training which includes a powerful live demo of how to improve your talk using Embodied Speaking Skills. You got the access link in your inbox or if you've been sent this pdf by a friend, simply go to www.heartiq.org/es-training.

On top of that you'll also receive an email to your inbox every 3 days for the next 3 months linking to a short (3 to 7 minute) video for every single one of the tips in this report, expanding on the tip and giving you a wider context, and demonstrating where possible.

Feel free to share these tips with friends or colleagues! We'd love to get the word out. We do kindly request, though, that you either send them this complete pdf or, even better, that you send them to www.heartiq.org/embodied-speaking so they can download their own version of the 29 Top Tips, get access to the 50 minute free training and the 90 day mini course on Embodied Speaking.

Here's to raising your game, multiplying your impact and sharing your message with the world!

Christian & Daniel

Christian Pankhurst & Daniel Wagner
Embodied Speaking Coaches and Mentors

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About the Authors



Christian Pankhurst

Christian is the founder of Heart iQ and is a world leading expert in group dynamics & conscious communication

Christian Pankhurst is a world leading expert in group dynamics, conscious communication, and the art of circle facilitation. Christian is a master conductor of the collective wisdom that emerges when resonant hearts come together, and his piercing clarity lovingly cuts through bullshit while he holds a space of unconditional love for what wants to emerge in the now.

Christian teaches how to tap into the power of the collective wisdom or 'field' so facilitators learn how to heal themselves and others simultaneously through a process that is embodied and joyful rather than heady and focused on solving problems.

Christian's unique capacity to translate complex group dynamics into simple, clear and practical insights is the reason why so many seek him out to get trained in the art of small and large group facilitation.

Christian started facilitating groups in 2002 after graduating as a Chiropractor from the AECC in the U.K. His speciality is using a group's wisdom and energy to open up gateways of transformation that are simply not available in an individual or one-on-one practice.

In 2008, Christian entered and won the Britain's Next Top Coach Competition, receiving 52% of the votes from over 90 countries around the world. He is the best-selling author of *Insights To Intimacy - Why Relationships Fail and How To Make Them Work*, and is the co-founder of New Eden, a centre for those wishing to grow, co-create and awaken together in community.

Daniel Wagner

Daniel is a keynote speaker on the future of business and humanity and an expert in authentic marketing and brand activation

Daniel in his own words:

From my early childhood in Austria, I was driven by a desire for liberation, freedom and fulfilment. In my early twenties I was drawn to the wisdom of hinduism and started to follow an Indian guru. I lived for many years in various communities focusing on my personal development and path of enlightenment and moved to the UK with my wife and young son when I was 28.

After a series of unfulfilling and underpaid jobs, I started my first successful online business in 2005 and soon became one of the UK's most popular internet marketing teachers and coaches, speaking on many stages sharing my story. I became an expert in online and offline marketing, personal brand activation and public speaking.

I learned from and studied with many of the world's leading companies and teachers and developed my own methods and approaches to marketing, communication and sharing a message with audiences of any size.

I believe that the biggest breakthroughs and advances of the 21st century will not come from technology, but from a shift in human consciousness. I'm fascinated and curious about the future of business and humanity, and how authenticity and truth can become the norm and pillars of our personal and working relationships.

Being able to share what is in your heart so that people 'get you' is not only relevant for change makers and business leaders, I believe it's a key ingredient to healthy relationships and a fulfilled life.



Part 1: Our 9 Top Tips on Embodiment

Embodiment is an ongoing practice to become present to the moment, to speak from your deep authentic self and to engage with and touch your audience's heart and soul. It requires courage and dedication to open wide and be vulnerable, and meet contractions and trauma. In doing so, you will be able to connect more deeply with yourself and your audience.

Tip 1: Get into your body

Getting into your body is key. There are many simple techniques you can practice including conscious deep breathing, stretching your body and shaking to release and let go of tension, doubt and fear. Here is one of our favourite techniques to oxygenate your blood through a modified Wim-Hof breath practice.

1. Breathe in and out through the mouth vigorously, pausing for a second between each in and out breaths.
2. As you breathe in, open your chest, look up and arch your back in extension.
3. As you breathe out, close your chest, look down and bend forward in flexion.
4. Do 30 repetitions and on the last breath, breathe all the way out and hold for as long as you can.
5. When you need to breathe in, take a deep breath and hold again for as long as you can.
6. Relax the practice and repeat the whole sequence three times.

By doing this practice before going on camera or on stage, you will oxygenate your body and brain while stretching and opening the front of your body, where most of your emotional defence and contraction lives.

Tip 2: Get fully present and 'out of your mind'

If you want to be a **presenter** (and not a performer), then becoming present is the state of being to start from. We have our own definition and practice to become present, and it has five components and ingredients which, when combined, create a powerful, grounded and charismatic state.

1. Breathe deeply and fully to feel yourself (see Tip 1).
2. Imagine strong roots coming out of your feet connecting to the centre of the Earth. See yourself on solid ground and unshakable.

3. Feel out towards your environment. Practice feeling the field of energy that connects you to your audience (even if they are thousands of miles away). Imagine your energy touching outwards far beyond your physical body.
4. Feel your sense of worth, value and 'goodness.' Remind yourself that you're okay, perfectly imperfect just as you are, and that you are being supported. Practice loving what is, including your fear, doubts and anxiety. Open beyond the fear and feel the part of you that is tethered to consciousness, to something bigger.
5. Open your Heart. Feel your deepest 'Why' for sharing your message and the impact you want to make. Imagine the impact on your audience as they receive your message. Feel deeply grateful for the privilege to share your message.

Practice all these parts together as one frequency, one intention. Now you're ready.

Tip 3: When on stage, use a microphone so you don't have to shout

When speaking to an audience where you need to project, it's common to lose your grounding and your energy leaves the lower part of your body as it is used to 'push' and project your message out into the space.

It can feel to the audience as if you are speaking from the 'throat up' and they will not feel you in your body. Speaking with a microphone (we prefer clip-ons or headsets to keep your hands free) allow you to have a wider range of expression by having you relax your voice, thus deepen where it originates and comes from.

Tip 4: Slow down and breathe

Although it might sound counter logical - you can actually increase connection and impact by slowing down your speech and taking pauses to breathe, even if you want to express excitement and inspire.

Slowing down also allows you to use accelerated speech as an instrument to heighten excitement should you want to. Avoid being frenetic when passionate. One of the quickest ways to lose an audience is to appear hyperactive for too long on stage. No one wants to feel ramped up all the time, so relax, breathe, and slow down.

Tip 5: Expand your emotional range so you can share more of who you are

Expanding your emotional range means becoming more comfortable and practiced in expressing emotional states and feeling feelings that in 'normal life' are judged, frowned upon or suppressed.

Practising to feel and express emotions like grief, anger, exuberance, even states of arousal or pleasure (disclaimer: please make sure you do that in a safe environment) will connect you to your body and you'll be able to feel yourself more expanded and more alive.

We recommend you create a space at home we call 'the mat'. Get on the mat, pick a specific piece of music that will allow you to access your chosen emotional state and go for it. Surrender to the body leading you into the emotion and let go of all expectation and inner judgement of how this has to look. If you're feeling extra brave, ask some friends to witness you in your expression or record yourself and watch it back...

If reading this feels uncomfortable as you imagine yourself doing that, great! This is exactly what expanding your energetic emotional range is about. Stretching your comfort zone.

When you practice this, your audiences will feel you more and, as a result will have a deeper and more profound transformative experience.

Tip 6: Get honest feedback on how you can improve your delivery

This is one of the most important and simple ways to improve your level of skill in any field. In our coaching and mentoring program we have not only a proven structure of eliciting powerful feedback, we make it part of our daily schedule to make the most of this potent mechanism.

After doing a round on stage or in front of the camera, ask for feedback by asking your audience/friends/coaches what they would need to feel you more. By hearing '*What I need to feel you more is...*' and inviting clear, specific and body-related feedback you can quickly improve your delivery. Make sure it is specific.

Something non-specific would be: "What I need to feel you more is to be more open." This is not helpful. What would be needed to feel more open? Examples of specific feedback would be: "What I need to feel you more is to smile more", "What I need to feel you more is to be more still on stage and only move when there's a clear purpose", "What I need to feel you more is to pause at the end of each phrase and make eye contact", etc. You are asking for clear, specific and tangible ingredients you can instantly apply.

Tip 7: Embrace your shadows

Shadow work is an integral part of Heart iQ work and we use it extensively in the Embodied Speaking Coaching and Mentoring Program. The theory of shadows (dark and light shadows) goes back to C.G. Jung and states that there are parts of us we don't like to show: dark parts we are ashamed of or embarrassed about, and light parts we are too shy to admit or suppress the longing for.

If you don't do your shadow work, the audience will begin to feel the parts of you that you don't want to feel. In other words, whether you want to or not - what you repress, the audience will express or feel for you. This is a big topic that requires in-person training; however, you can begin by asking yourself what parts of your emotional expression you judge, make wrong or manage in the presence of others, such as crying in public, being angry, or being sexual or assertive etc.

If you want to go deeper into this as an exercise, make a list of actual events, behaviours or fantasies, asking yourself ***'What I don't want anyone to know about me is...'***

You can categorise your answers into sexual taboos and fantasies, humiliations and embarrassments, things you're ashamed of and decisions and situations where you caused hurt.

Tip 8: Use your deepest fear, tension and closure artfully and elegantly

All of us have fears, hold tension and experience closure in parts of our body that limit our full expression. Instead of pretending you don't have them or feel them, we teach and practice to become aware of them and to actually use them as your superpower, alchemising your weakness into gold.

In older paradigms of speaking, it used to be that showing strength was where your power lies. Today, vulnerability is the new power. Getting good with imperfection, being open with your humanity, wounding and flaws is the best way to create deep resonance and trust with your audience.

Tip 9: Practice eye contact with connection practices

One of the most engaging and moving experiences from an audience's point of view is when a speaker makes eye contact with individuals in the audience. To do this effectively, you must be in the practice of holding eye contact for the right length of time and in the right intensity. Too short or shallow and it has no real effect, too long or intense and you come across creepy and intrusive.

The three second rule works well in most circumstances. Hold eye contact unwaveringly for three seconds and then gracefully and slowly move onto someone else. In truth, public speaking is still only talking to one person at a time, it's just that this one person keeps changing every three seconds. If you try to talk to everyone, it will feel like you're talking to no one. But when the audience can feel you connecting to one deeply, it will open everyone watching.

If you want to learn more about the practice of embodiment and how to use it in your life and business as part of the art and skill of Embodied Speaking, you can go to www.heartiq.org/embodied-speaking. And keep an eye on your inbox, where you'll receive one the tips with accompanying video every three days.

There you can get access to a free 50 minute training, read and hear from previous participants and learn more about the program from Christian and Daniel. If you have any questions, just email support@heartiq.com.

Part 2: Our 8 Top Tips on Stage Craft

Stage Craft is a set of skills that include clear and concise speech and diction, moving with volition and purpose, and using your body, breath, emotion and the space on stage consciously. This way you will maximise the impact of your presentation on your audience and move them to take inspired action to change their life and move towards their higher purpose and joy.

Tip 1: Get into ‘state’ before you go on stage

Your state is whatever you choose to embody and transmit to your audience before you even open your mouth and say a word. It’s your beingness that is radiating and resonating. To make sure you radiate your chosen frequency (for most of us that would be joy, rootedness, confidence, love, compassion, light,...) take a few minutes by yourself.

Cut the distractions, switch off your phone, listen to your favourite track of music that supports you, take a few conscious breaths or visualise. You pick and develop your own version of this short ‘getting in state’ practice.

During the Embodied Speaking Coaching and Mentoring Program (especially during our time together at New Eden) you’ll be learning and practicing how to get into your beingness and best state before you go on stage and before you even speak a word.

Tip 2: Get their attention fast and let them know why **YOU** are talking to **THEM**

Once you are on stage it’s time to establish a few things.

- Have you got their attention (don’t assume that you have)
- Do they know who you are
- Do they know why you speak to them and why they should give up their time to listen to you.

To do this, we use our simple authority formula. (Watch the free training to see this being put into action in a live demo on stage at www.heartiq.org/es-training).

For your reference, we teach the structure in detail on the 8 Week Coaching and Mentoring Program, but here is a quick overview: In a minute or two, you share:

- **WHO** you are
- **WHAT** it is you do
- **HOW LONG** you've been doing it
- **HOW MANY** people you've helped
- **WHAT KIND** of results you have achieved for them
- who your **IDEAL** types of **CLIENTS** are

This little structure or formula is extremely useful and can be used on your website, on video, on stage, in networking and it is flexible and natural. It makes sure people get all the relevant information in the right order fast so they can relax and at the same time are curious and ready to hear more.

Tip 3: Have a basic structure and move freely within it

When delivering your talk, you will normally follow one of the proven models like the **why, what, how, what if, when** model. We use and teach a variation of this model to make sure your audience stays interested instead of confused and ready to take action instead of hesitant.

From my experience I found that most people spend too much time on the **how**, thinking that people want to really know the method or technology. Christian and I focus and spend more time on the **why**, meaning we set the context and connect with the audience's longing first.

Here is a short overview:

- We start with **WHY** the topic is of importance to you and relevant for them.
- Then we move to **WHAT** you'll be sharing
- Followed by **HOW** it actually works (your system, formula or product).
- We then answer the possible objections in their mind preemptively by addressing the **WHAT IFs**
- And we end on a **WHEN** section where you express an invitation to take the next step, whatever that may be.

Once you have the key pieces in place, we work on elegant **BRIDGES** (connecting the pieces) and allow yourself plenty of space to improvise, so you keep it interesting for the audience and exciting for yourself.

Tip 4: Become your own time keeper and don't rush to the finish line

Time keeping is crucial when you are on stage. Whether you're a paid keynote speaker or a selling speaker at a multi-speaker event, you have only a limited amount of time. This is why it's important to stick to a basic framework or structure (see Tip 3) and move freely within it. It's easy to get passionate and get carried away with an inspiration in the moment and then see the '10 minutes left' sign and panic.

Pro Tip #1: if you realise you're running out of time, call a quick spontaneous exercise like 'take two minutes to share with the person next to you what you got from this section' - then use the time to check where you are, decide what to skip (if you use slides for example) and make sure you keep the end without rushing. If you rush, you lose connection and trust.

Pro Tip #2: Depending on the amount of rapport you have and how you feel, you can also just 'As-Is' it, meaning you tell them as it is ... that you just got carried away with an inspiration and need a minute to quickly go over the remaining content to make sure they get the most out of the remaining time with you. If this is done properly, it will work in your favour - meaning it will increase trust and rapport. Don't pretend or gloss over it... they will feel it!

Tip 5: Use the stage as your playground and know your centre point

The stage is its own world. People seeing you on stage are looking at an elevated, augmented and amplified space. You might be 'miked up' (wearing a microphone), have a big screen with slides or images behind you, use a flipchart or flipcharts, glaring spotlights and cameras following your every move, possibly live streaming to the world. You might sit, stand or use a bar stool (my favourite as it's a great centre point and a go between sitting and standing). Whatever your set-up, you are the focus of attention. Here are few areas to be aware of to make the most of your time in this exposed environment.

Stage anchoring is the skill to use different parts of the stage to help anchor and solidify learning or experiences for your audience. For example, you can use the right side of the stage to represent the past (if this is confusing you, remember it's the left side for your audience), the left side of the stage (right for the audience) representing the future and the centre stage the present.

It's important to establish a **center point** or place of the present moment - the now - on stage. This will in most cases be the centre where you stand or sit (if you use a bar stool). Experiment with standing very close to the front of the stage or a few steps away from it. It will dramatically change the impact on the audience. I personally often stand right at the edge, almost leaning into the audience.

The stance of presence is a practiced way of standing (or sitting on a bar stool) that has your body straight and relaxed, with your hands relaxed, your eyes open and with wide angle vision and you breathing deeply. This is the place you move from and speak from.

When I say **move**, I literally mean to move into certain body positions (often referred to as Satir categories or archetypes) and places on the stage to represent a space in time. One of my public speaking trainers used to refer to it as 'only moving with volition.' We've all seen the 'caged tiger' pacing the stage or the 'wobbly penguin' flapping his or her hands. It's distracting from what you are there to do... deliver your message of transformation.

Tip 6: Speak *from* the event, not *about* the event

This next piece is a real ninja tip. I learned it only a few years ago and it made a massive difference to my delivery from stage and to camera. It sounds small, but if you talk *about* an event (a story from your life that is significant to illustrate a point or teach a lesson) you are telling the story as an observer which, while descriptive, is emotionally flat and unengaging.

If you talk *from* the event, it means you actually are going back there and re-experiencing what took place, feeling the emotions and allowing your audience to be there with you.

It's a bit part of our training, and you can actually practice a simple version of this at home or when you are telling a story to a friend or audience next... instead of just sharing the story, start with '***if you were with me back (insert day, month, year) you would have seen/experienced/felt/smelled/sensed....***' - that invites the listener to be there with you, experiencing it with you.

Tip 7: Check in with them frequently to see if they are still with you

It's easy to get carried away on stage and almost forget you have an audience (the word 'audience' from its Latin root means continually listening). So how can you make sure they are indeed continually listening and hearing you? You don't have to become a mind reader or wait until the end of the presentation. I personally just like to check in with them.

I use a simple questions like '***by a quick show of hands, who here feels a resonance with what I just shared?***' or similar words to the same effect. By the way, if very few hands go up, don't say 'great!' and carry on. It's your chance to own up to it, acknowledge the result and explain and/or share whatever you shared again in a new and clearer way and then check in again. And always acknowledge their response (even if it's not what you wanted to hear or experience) by thanking them.

Remember, you are there for them, not for yourself. You (hopefully) already know what you are sharing as an embodied truth and experience, so it's your job to make sure your message lands. As I said, it's good to check in from time to time and not be surprised at the end and wonder why people are confused and uninspired.

Tip 8: Stay vulnerable and relatable - no one likes to be preached to

Although you are on stage and you are the 'expert, guru, teacher, coach' or whatever role and title they might throw at you - my top tip is to stay human, humble and vulnerable at all times. I have worked on my choice of words and language over the years to soften any form of teaching with simple pre-frames so they don't come across as truth or gospel. No one likes to be preached to.

Little sound bites such as 'from my own personal experience...' allow whatever you are sharing to land much more softly than saying 'the truth is...' Avoid superlatives and absolute statements wherever possible; they just wind people up and put them into resistance.

When you listen to our coaching in the Free Embodied Speaking Masterclass, you'll this put into action in the live demo.

This concludes our Top Tips on Stage Craft to help you share your message with audiences of any size. If you want to learn more about the art of Stage Craft and how to use it in your life and business as part of the art and skill of Embodied Speaking, you can go to www.heartiq.org/embodied-speaking.

Part 3: Our 12 Top Tips on working with Video and Camera

Delivering your message to camera or recording videos to educate, market and sell is one of the cornerstones of modern day communication. Yet, it is rarely taught. It's not that hard, and a few simple tips can dramatically shortcut your learning curve and get you results with more ease and less frustration.

Christian and Daniel have both recorded literally thousands of videos over the last decade to share their messages, sell their products and help people improve their lives. Here are their top tips for 'staring down the black hole' and having fun while doing it.

Tip 1: Keep in mind **WHO** you are speaking to and deliver a 1-2-1 message

It's easy to forget what it is you're trying to achieve or were wanting to share when you are about to press 'record'. That flashing red button... Nerves, adrenalin, fear, trying to remember your lines and what you want to say all come into play. Here are some first-things-first tips around that. Yes, you'll be recording a video and looking into a lens... but remember at all times:

Whatever you are recording, speaking, and delivering is not to millions of people, it's to **one person at a time**. And it really helps to imagine who that person is. Who is your ideal avatar, client, participant, recipient, brother, devotee?

If you keep that in your heart and mind, **the who** you are speaking to (your perfect listener) and **the how** you are speaking to them (one-to-one like a normal conversation) will make **the what** you are saying a lot more natural, engaging and connecting.

Tip 2: Prepare your space and have someone behind the camera

My guess is that most of you (that includes me) are recording most of our videos from home, our home office or our office. So it's important you let people around you know that you are recording a video and need peace and quiet. Set aside a time and create the space. I found

that clearing the space from clutter, even lighting some incense, palo santo or sage might help to get you in the mood.

If you have a friend or partner that can assist you, then ask them to stand behind the camera so you feel like you are delivering the message to them, not the lens (the dreaded black hole). They can also give you feedback on delivery, encourage you to take another take or give you the thumbs up and nodding positive feedback to keep the energy flowing.

Tip 3: Be prepared to make ‘Mis-Takes’

Enter the space to create mis-takes. They are just takes that you miss. It's the law of averages. If you have ever seen bloopers and outtakes you know it even happens to the best actors and speakers in the world.

So if you enter the ‘I have to record some videos today’ space with the knowing that you'll most likely will take more than one take, then you'll not only set your own expectations, you will also be able to relax more instead of getting upset or angry with yourself.

And here is another tip when the almost unavoidable happens. Keep the camera rolling. Pause, Breathe and start again or start that section again. If you pause and breathe it'll be very easy to edit it the so called ‘mis-takes’ later.

Tip 4: Practice to turn up your brightness and zest - without losing your authenticity

This is a granular practice, which means you have to find the right measure of turning up your energy while maintaining connection to your authentic self. You and your friend behind the camera are the judges.

It depends, of course, on what you are delivering. If you are recording a meditation to help people get into stillness, then your amplification has to go toward your own stillness and inner world, while if you are wanting to inspire your audience to take action, then turning up your enthusiasm (from the greek Enthous - possessed by a god or inspired).

Another reason why you want to slightly turn up your inner brilliance is that any contraction you hold is amplified and more easily detected when you are on camera.

Tip 5: Record in the highest definition you can for more choices in editing

Luckily storage space, bandwidth and camera resolutions today allow pretty much any of us to record high definition or even 4K (that's double the resolution of 1080p, which is HD or High Definition).

Many of the modern day smartphones are able to record at 4K or even higher. So here is our tip. Record in the highest resolution you can. Not only will it allow you to use the footage for many different purposes, it will also allow you to 'zoom in' in the edit, simulating a multi-camera shoot from one single camera. It also makes some of your mis-takes (see Tip 3) much easier to cover up, as you can zoom in at the moment of a re-take or glitch so you don't have to worry about the transition.

Tip 6: The importance of good audio

As pointed out in Tip 5, it's easy these days to get good resolution video. Problem is - most of the phone cameras don't record audio very well. And - audio is king. You get away with slightly dodgy lighting on your video, but not with dodgy audio. It really compromises the experience for the audience.

We normally use a simple clip-on or lapel microphone. And yes, we have more fancy equipment at our centre at New Eden, but for home use and to get started, just get a low price one from amazon or the like. We also record the audio into a separate recorder (in our case an older iphone) and then sync up the audio with the video in the editing process.

Tip 7: Make sure your face is lit properly

Lighting for video is a whole course in itself. If you google 'three point lighting' you get a glimpse of what the 'pros' recommend. Feel free to go to town and get your lighting kit ordered. If you are on a budget or just want to get started, then a light from behind the camera that lights up your face and one from the side to create some depth is definitely good enough.

I love using a ring light which lights your face very evenly or a position a light slightly off centre to create a bit of depth on the shot.

Another tip regarding lighting is that you can shoot outdoors. Natural light can be superior to your attempts with the following caveats. Wind can destroy your audio, clouds will change the lighting rapidly, sun at midday is not good either. Play around a bit and see what lights you up - literally. I still love some of the footage I filmed back in 2009 when I lived in Cyprus. Around 7pm in the evening I looked perfectly lit.

Tip 8: What camera to use and how to position it

I already shared in Tip 5 that these days most smart phones are more than good enough to record high quality video. If you are after the depth effect, where the background is blurry and the front is really sharp, then you either need a professional SLR (single-lens reflex) camera or the latest version of Apple's iPhone or equivalent android phone.

SLRs are mainly built to take photos, but these days most of them can also record HD video. If you go down that route, make sure you have a good solution for your audio, as the built-in microphone will not give you the audio quality you want.

Get yourself a tripod with a proper adaptor for the phone or camera you use and position the camera at eye-height or slightly higher, unless you want to produce a double chin on purpose and prefer to look down at your audience (not recommended). When you position the camera on the subject, make sure the eyes are in the upper third of the frame.

Tip 9: Choose your background consciously to support your shot

A few little tips around backgrounds. Choose it consciously. If you are at home in your home studio or office, make sure you check what is 'in shot', what lighting or colour you're showing.

People will easily be distracted by what goes on in the background. Ideally you don't want things moving in the background (like a TV screen or a fish tank). Also, if you are in a cool location, use it. I remember shooting a video while I was at a conference Austin Texas. I decided to film in a shopping centre! Not a great choice of background. If you're in the Caribbean and doing a life style video, show me the coconut trees!

Tip 10: Sitting vs. Standing - helping you make the choice

This is an interesting topic. I personally am very comfortable filming to camera while sitting on a chair. It makes it easier to frame and if you are less experienced you'll be more still.

On the other hand, standing while you are shooting a video might make it easier for you to ground (see Tip 1 of the Embodiment section of this report), be more energetic and free in your movement and you might find it easier to breathe deeply.

Here is my tip: Try both and see what works best for your message.

Tip 11: Do a practice run – and do a quick edit to check

Even if you think and feel it's going great, you're in flow and you want to film the whole video series in one go... pause. Take time and check what you have recorded. It's worth downloading it from the camera to your editing laptop or workstation and really check the video and audio quality before you dive in.

I clearly remember my friend coming into the office completely deflated. He had just recorded two hours of what he called a 'divine download' and found out at the end that the external microphone was switched off. Since then we always do a practice run and a quick edit to check it's all good.

It's also a good time to get some feedback from a trusted friend, partner or colleague. Someone who knows and gets you but who is also honest and truthful in his feedback.

Tip 12: Have a basic idea of what you want to share

Even if you are someone who can plug straight into divinity and create from source and produce downloads that would dazzle and impress, for most of us it's a good idea to have a basic idea of content and an idea of how long you want your message to be. Some people work best with bullet points (3-5 is best from my experience) to guide them along. Some people like to write it out and learn it verbatim. Some people just freewheel it... My experience from working with many people and my own experience is that having a clear idea about the message, a few milestones or bullet points to keep the message flowing and in order, and aiming upfront for a specific length will serve you well. Generally, as people's attention span is pretty short these days (especially on social media and before they know you well) I recommend to keep it short and concise.

This concludes our Top Tips on working with Video to help you make get your voice and message to the world. If you want to learn more about the skill of working with video and how to use it in your life and business as part of the art and skill of Embodied Speaking, you can go to www.heartiq.org/embodied-speaking. There you get access to a free 50 minute training, read and hear from previous participants and learn more about the program from Christian and Daniel.

If you have any questions, just email support@heartiq.com.

Here is what to do next...

We really hope you enjoyed and received value from our **29 Top Tips on Embodiment, Stage Craft and Working with Video to Instantly Raise Your Public Speaking Game and Multiply Your Impact Sharing Your Message with the World.**

If you signed up for our free mini course, then you'll receive short videos every three days for the next 90 days, going deeper on every single one of the tips in this report.

We also recommend you watch the free 50 minute Embodied Speaking Masterclass, which includes a live demonstration on stage, where you can see the power of some of the tips in action.

- So in case you haven't done so yet, go and watch the 50 minutes training including a live demo on Embodied Speaking here: <https://www.heartiq.org/es-training>
- Look out in your inbox for updates from Embodied Speaking. We'll be sending you a short video and tip every 3 three days.
- If you want to join us and receive coaching and mentoring from us, you can either
 - Apply to be on of just 18 Mentees at our next Embodied Speaking 8-Week Coaching and Mentoring Program.
 - Sign up for our Fly-on-the-Wall Online Version of the 8 Week Embodied Speaking Program and be part of the whole program from the comfort of your home, learning the same skills but without the coaching from Christian and Daniel.
 - You can take your pick here: <https://www.heartiq.org/embodied-speaking>

If you have any questions about the Top Tips, the Embodied Speaking Coaching & Mentoring Program or want to give some feedback, feel free to email us at support@heartiq.com

Christian & Daniel

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