

**LES MILLS**

**QUICK TIPS TO IMPROVE YOUR LIVE-STREAM**



# WHAT YOUR MEMBERS SEE

These few tips will guide you on how to connect and engage better with your members during a live-stream class or webinar. Additional tips can also be found on this video link.

[→ WATCH VIDEO](#)

CLOTHING	FACIAL EXPRESSIONS	EYES	INTERACTION	MOVEMENT
<p><b>Use color with caution</b></p> <p>Be sensitive about the colors you choose to wear: avoid green (if you will be speaking or teaching against a green screen), black, white, or bright red. Another no-no: shiny fabrics or busy patterns</p> <p><b>Reebok:</b> Wear newest range of co-branded, and the newer (i.e. less washed) the better so the colors pop. Iron!</p>	<p><b>Warm face – relax and smile. Be expressive</b></p> <p>To help you appear approachable when talking to the camera, nod your head a little when speaking. If you want to appear credible, then keep your head still and slightly drop your chin at the end of a sentence</p> <p><b>The camera loves a smile!</b> Unless you are delivering bad news, you should smile. Smiling not only warms your visual presentation, it also warms your voice</p> <p><i>TIP: Speak the entire time through a smile. It lifts your face and your enthusiasm (even when discussing serious topics) and helps puts a twinkle in your eye</i></p> <p><b>Hold that smile:</b> Done saying what you have to say? Continue to look directly into the camera lens with a smile as you count to 10. Then it's a wrap!</p>	<p><b>Keep a sparkle in your eyes and look straight down the barrel</b></p> <p><b>Remember to blink:</b> It is easy to get mesmerized by the camera lens and appear to be staring into space. Remember to blink at the end of each sentence</p> <p><i>TIP: Close your eyes tilt your head forward taking a deep breath. Calm your mind and focus on the opening statement you want to make. Exhale, pick your head up, open your eyes and start. Guaranteed to help you look bright and engaged</i></p>	<p><b>Down through the camera to the people at home</b></p> <p>Use eyes, smile, names, high fives and keep engaging the people at home – praise, encourage, ask questions, empathize. Mimic teaching in a live class</p>	<p><b>Stand your ground, don't fidget. Move with purpose for effect</b></p> <p><b>Posture:</b> Stand up straight with feet hip-width apart. Knees slightly bent and think proud, but relaxed, open and natural. Practice good posture. Movement on camera can be very distracting, when it's not necessary. Be careful to avoid movement that doesn't have a purpose</p> <p><b>Gestures:</b> have a resting posture for your hands, use them for emphasis, but not too much. Avoid 'crutch clutching'. Gestures are a very powerful aspect of self-expression. Keep your elbows bent around the mid-section of your body. That way your hands will be above your waist and below your shoulders – visible but not in the way!</p> <p><b>All movement on camera is exaggerated:</b> If you want to move forward to show interest or speak more directly to the camera/audience, then make it a slight movement. Avoid frequently moving forward and back from the camera.</p> <p><b>Staging:</b> Be sure to have your visual markers to guide you. In the less static programs (i.e. dance) mark your return early when coming back from moving away</p>

# WHAT YOUR MEMBERS HEAR

## VOICE

**Talk to the camera:** Look directly at the camera? Create an imaginary audience for yourself and strive to connect with your listeners

**Inclusive language:** To create better engagement, use more inclusive language such as us, we and let's instead of I, I want you, and me. Also be sure to celebrate the end of each track, or working block with the people at home

**Class Focus:** LIVE streaming class is for consumers as well as instructors so we must be very clear and simple and teach to new people. So, pull back on the amount of coaching, be very easy to follow, as if teaching to new people, and then just layer in one or two intelligent cues for our instructors

**Vocal contrast:** Have good contrast in your voice, so you are interesting to listen to

**Volume:** Louder for more authority, quieter to draw audience. Be knowledgeable around the audio you are using

**Speed:** Slower for more excitement, slower for more thoughtful communication.

*TIP: When you feel the need to speed up, slow down!*

**Tone:** Keep it conversational, like talking to a friend, warm and natural. You don't need to be word perfect

**Emphasis:** Use this to make points and to be interesting to listen to

**Pause:** Master the art of the pause. Avoid filler words like um, ah..

**Articulation:** Pronouncing everything clearly and correctly

**Breathe:** It may be an involuntary reaction, but for some reason when speaking in front of camera speakers "get on a roll" and forget to breathe

*TIP: The end of each sentence is also a good place to take a breath*

**Reboot:** Flubbed up! Not to worry, it happens!

*TIP: Take your lead from the pros, pause and pick up again with a complete thought. Remember, no apologies needed, keep a good sense of humor, stay focused and forge ahead*

