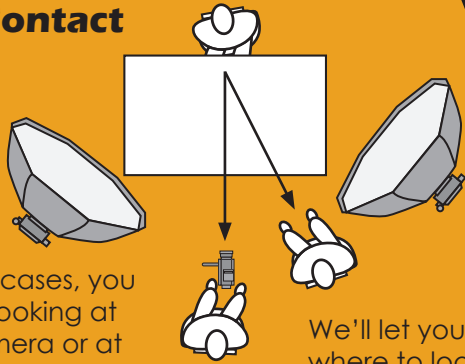


# STORYTELLING TIPS & TRICKS

## ...for being on camera!

This infographic is meant to act as a quick training guide for those that will be on camera to create a better filming

### Eye Contact



In most cases, you will be looking at the camera or at the interviewer.

We'll let you know where to look.

### LET'S WORKSHOP

We've been there too! Don't be afraid to ask for help on how to form an answer.

### Restate The Question

Hank: What did you do before you came to One Energy?

You: Before I came to One Energy, I...

### Expand on Your Ideas...

[who?] You: I talked with my friend who worked at OE...

[what?] You: I wanted to grow and gain more skills...

[when?] You: I was working at my last job for 12 years...

### Taboo Topics

It's important to take a few minutes and think about what you **do** and **don't** want to say.

## BE YOURSELF

You can always start over if you don't like how you're answering a question!

Pretend like we're hanging out grabbing a drink, forget about the camera!

### Remember the MURDER BOARD?

Think of the type of phrasing we used to answer those questions



How do you want to represent yourself?

### We Love Your Ideas

Let us know:

- if there is a location you like better or feel more comfortable filming in
- if there are any topics you want to talk about

If we cut you off, it's just to help us with editing later.

Bring notes if you want to.

### Room to Edit

When speaking, **take short pauses** between sentences and thoughts.

#### Why?

1. it helps collect your thoughts and end on a confident stopping point, rather than trailing off into a run-on sentence.
2. it provides storytelling with pauses to make cuts that will feel more natural to the audience.

Try to **maintain a neutral facial expression** at the beginning and end of your statement.

#### Why?

1. You may not have liked what you were saying, but it could actually be a really good take!
2. Storytelling has to cut so close to the end of your sentence that it does not feel natural.

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Our equipment is just there to help you look your best!